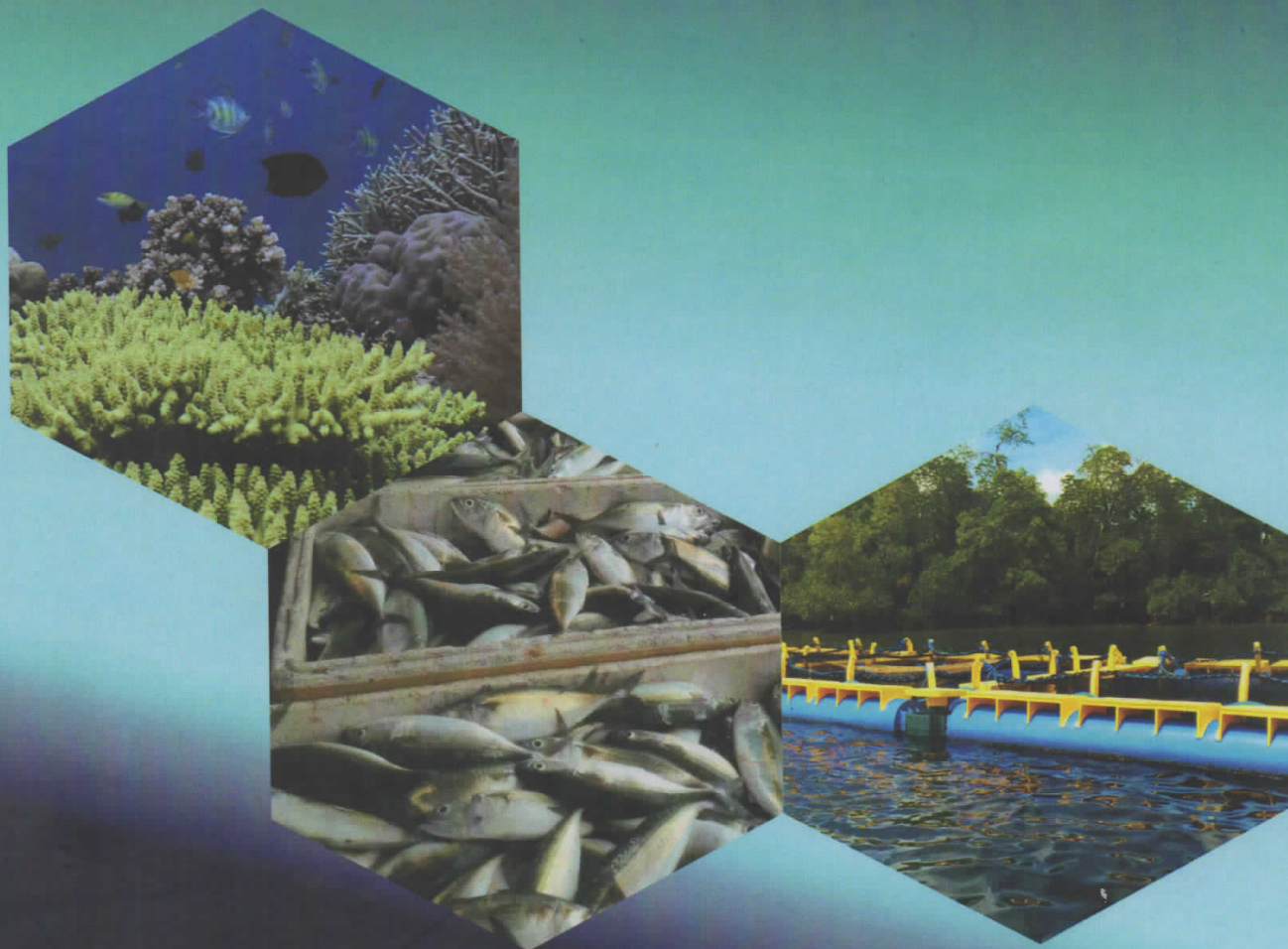




PROCEEDING

The 1st INTERNATIONAL SEMINAR on SUSTAINABILITY in the MARINE FISHERIES SECTOR 2017

Establishing Sustainable Marine and Fisheries Sector
to Support Food Security within ASEAN
Economic Community Framework



16th September 2017
Mokodompit Auditorium UHO & Swiss Bel Hotel
Kendari, Southeast Sulawesi - Indonesia





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Sustainability in the Marine Fisheries Sector 2017

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16th September 2017

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Kendari, Southeast Sulawesi, Indonesia

Hosted by

Faculty of Fisheries and Marine Sciences
University of Halu Oleo

Published by



PREFACE

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PREFACE

The proceeding of the 1st International Seminar on Sustainability in the Marine Fisheries Sector (ISSMFS) 2017 with the theme “Establishing Sustainable Marine and Fisheries Sectors to Support Food Security within ASEAN Economic Community Framework” is a collection of selected papers presented at the seminar. The 1st ISSMFS is organised by the Faculty of Fisheries and Marine Science, University of Halu Oleo, as a part of the celebration of the 36th Anniversary of University of Halu Oleo and in conjunction with the Higher Education Leaders Forum for Fisheries and Marine Science (FP2TPKI) which was held at the Mokodompit Auditorium UHO & Swiss Bel Hotel Kendari on 16th September 2017.

The seminar was attended by 131 participants mostly coming from different parts of Indonesia and from several countries including Japan and Malaysia. The scientific presentations cover six topics namely: Aquatic Resources Management, Aquaculture, Marine Science and Technology, Capture Fisheries, Socio-Economic of Fisheries and Processing of Fisheries Product. The Ministry of Marine Affairs and Fisheries, Dr. (HC) Susi Pudjiastuti was the keynote speaker, while Head of Fish Quarantine, Quality Control and Inspection Agency (Dr. Ir. Rina, M.Si), Prof. Kazunori Yamahira from Ryukyus University, Japan and Prof. Dr. Hasjim Djalal (Expert Staff in Maritime Law at Ministry of Marine Affairs and Fisheries) were the invited speakers.

Out of 100 presentations, 38 full papers were submitted to be followed up and processed into the proceeding. The papers submitted were assessed for suitability of subject matter and overall technical quality by Editorial Board. There are interesting papers presented at the seminar but not included in this proceeding for some reasons.

Finally, we would like to thank everyone who involved in the process of the publication of the proceeding. We hope that this proceeding will bring benefit for all of us.

Prof. Ir. H. La Sara, MS, Ph.D
Editor in Chief

PROGRAM OF ISSMFS 2017

Time	Details	Facilitator
09.00-10.00	Registration	Registration committee
10.00-11.25	Opening Ceremony (Mokodompit Auditorium UHO) <ul style="list-style-type: none"> ➤ Welcome Dance ➤ Sing the National Anthem, Indonesia Raya and Mars UHO ➤ Reciting Prayers ➤ Speech from the Rector of University of Halu Oleo ➤ Speech from the Governor of Southeast Sulawesi Province ➤ Keynote Speaker : DR (HC) Susi Pudjiastuti (The Minister of Marine Affairs and Fisheries, Republic of Indonesia) and officially open the 1st ISSMF 	Master of Ceremony Organizing committee UHO Choir Organizing Committee Prof. Dr. Muhammad Zamrun, M.Si, M.Sc Brigjen Purn H. Muh. Saleh Lasata Prof. Ir. H. La Sara, MS, Ph.D
11.25-11.30	Signing of Inscription of Susi Pudjiastuti's Building	Organizing committee
11.30-11.35	Declaration Towards of Eradication of Destructive Fishing (Bombing and Cyanide used)	Organizing committee
11.35-11.40	The Reading of the Communiques of the Higher Education Leaders Forum for Fisheries and Marine Science	Chair of the FP2TPKI
11.40-11.55	Invited Speaker I : Prof. Ir. R. Sjarief Widjaja, Ph.D., FRINA (Directorate General of Capture Fisheries, KKP RI) Title : The Role of Capture Fisheries to Support Food Security within ASEAN Economic Community Framework	
11.55-12.10	Invited Speaker II : Dr. Ir. Slamet Soebijakto, M.Si (Directorate General of Aquaculture, KKP RI) Title : The Role of Aquaculture to Support Food Security within ASEAN Economic Community Framework	
12.10-12.25	Invited Speaker III : Dr. Ir. Rina, M.Si (Head of Fish Quarantine and Inspection Agency, KKP RI) Title : The Role of Fish Quarantine, Quality Control and Security of Fisheries Products to support Food Security within ASEAN Economic Community Framework	Prof. Ir. H. La Sara, MS, Ph.D
12.25-12.40	Invited Speaker IV: Dr. Sara Beavis (Australian National University, Canberra, Australia) Title : The Impact of Onshore Activities on the Coastal Environment	
12.40-12.55	Invited Speaker V : Prof. Kazunori Yamahira (Ryukyus University, Japan) Title : Diversification of Aquaculture Organisms for the Development of Freshwater Aquaculture	
12.55-13.10	Invited Speaker VI : Prof. Dr. Hasjim Djalal (Expert Staff of Ministry of Marine Affairs and Fisheries of the RI) Title : International Maritime Law	
13.10-13.20	Visiting the Faculty of Fisheries and Marine Science UHO	Organizing committee
13.20-14.30	Break (Lunch and Pray) at Swiss Bel Hotel	Organizing committee
14.30-17.50	Parallel Sessions (Swiss Bel Hotel)	Organizing committee

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Marketing Efficiency of Seafood Production in Bajo Sector of Boalemo Regency Gorontalo

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Abstract

Marketing is one of the most important activities in marketing seafood in Bajo Village in Boalemo Regency. One of the factors that becomes a constraint is the availability of adequate infrastructure. Bajo Lemuta Village Boalemo Regency has high potential for fishery such as; Cucumbers and Seawater pearls, Mabe and Japing. The purpose of this study was to study the economic situation in Bajo Tilamuta Village Boalemo District. The research method used was descriptive method by using purposive sampling method. The data analysis used quantitative and qualitative methods. The qualitative method is to provide a discussion of quantitative data relating to the theoretical aspects separated by categories to get conclusions. The results of this study showed that the sea cucumber classification having a good marketing efficiency and categorized into the marketing as efficient whereas marketing of mabe shells, Mabe, Japing was inefficient.

Keywords: Marketing Efficiency, Sea Cucumber Cucumber, shell mabe, japing shell

Introduction

Fishery Development is a part of national development where the main target of development in the field of fishery sub-sector economy is implemented by the Indonesian people themselves, whether in the business of producing, processing, and marketing. To achieve these fisheries development objectives, various policies are adopted by the government as set out in the Guidelines of State Policy (GBHN) in the five-year development plan. In the Pelita ke- IV, it can be seen that the fisheries development policies outlined by the government aimed at improving production and business productivity as well as providing business opportunities in productive employment in addition to improving facilities and infrastructure to increase the income of fishermen and fish farmers, expanding work in the field of fishery sub sector to reduce damage to resources and foreign exchange resources from non-oil commodities. Although many policies have been established to achieve the aims of fisheries development, but the reality has not been able to meet the desired expectations. Increased production and productivity of fishermen and fish farmers programmed has not provided satisfactory results. In general, the income level of fishermen is still relatively low. Marketing is one of the most important activities to help increase the income of fishermen. Marketing is one of the most important activities to improve the economy, especially in the field of fisheries. In marketing seafood, it is necessary to provide facilities and infrastructure such as fishing port, fish market and others. The Bajo fishermen in Boalemo Regency produce seafood such as: sea cucumber, mother shell, Mabe shell and Japing shell. Mubyarto (1985) states, Marketing or distribution is a kind of economic activity that serves to bring or deliver goods from producers to consumers. Hippy (1992) that the stated that the types of marine products in the village of Bajo Boalemo were fish such as tude, skipjack, mullet, sea cucumber and shellfish. However, no research has been done to disclose data and information on the marketing efficiency of Bajo's fishery products. Therefore, there is a need to research about the marketing efficiency of the fisheries products in Bajo.

Materials and Methods

The method used is the sampling method or sampling, because it has been done pre-survey before, then the village that is sampled is Bajo Tilamuta village Boalemo district where most of the population are Bajo tribe. Sampling is done purposively, are selecting the sample directly because it has been known before that the selected sample can represent it. While the data analysis using the trading margin as a measuring tool that is the average price of producers divided the market selling price. According Sutarna (2014), mathematically the amount of marketing margin can be calculated based on the formula

MP= Marketing Margin
Pr: prices at retail
Pf: prices at fisher
For efficiency can

LP: Prices received
M: Total Margin
He: Producer Price
HK: The Price is

The average

Table 1. Average Price

No	Type of
1	Sea Cucumber
2	Shellfish
3	Shellfish
4	Shellfish

From the table
very large margin
traders.

Table 2. Marketing

Sea cucumber
producer level (>
from producer level
amount of profit
cost components
institutions in Bajo

Sea cucumber
in Bajo, Boalemo

$$MP = Pr - Pf$$

MP= Marketing Margin

Pr: prices at retailers level

Pf : prices at fishermen level.

For efficiency can be seen from the percentage of income received by the Farmer's share (Fs).

$$\text{Farmer's share LP} = \frac{He - M}{He} \times 100\%$$

LP : Prices received by fishermen

M : Total Margin (Rp / kg)

He : Producen Prices

HK : The Price is Consumers

Results and Discussion

The average price / kg of these types of seafood can be seen in the table below.

Table 1. Average Prices at Fisherman's level, Wholesaler Traders and wholesalers

No	Type of seafood	Average Price Per / Kg		
		Fisherman	Traders	Whole Traders
1	Sea Cucumber	140000	170000	190000
2	Shellfish Pearl	26000	29000	34000
3	Shellfish Mabe	18000	22000	27000
4	Shellfish Japing	14000	18000	24000

From the table above it can be seen that the margin obtained by wholesalers and exporters has a very large margin while margin from fisherman to collecting merchants have a smaller difference than big traders.

Table 2. Marketing Efficiency of marine products in Bajo Tilamuta village of Boalemo District

No	Type of seafood	Presentage (%)	Efficiency Marketing
		Fisherman	Whole Traders
1	Sea Cucumber	53	Efficient
2	Shellfish Pearl	13	inefficient
3	Shellfish Mabe	16	inefficient
4	Shellfish Japing	19	inefficient

Sea cucumber has an efficient marketing due to the higher percentage of income received at the producer level (> 50%). Margin marketing is done to determine the marketing efficiency of a product from producer level to consumer level. Margin marketing is the price difference that occurs with the amount of profit in each marketing agency involved in marketing activities. There are several different cost components of each marketing channel pattern impacting marketing margins on existing marketing institutions in Bajo Tilamuta village, Boalemo District as seen in Table 2 above.

Conclusion

Sea cucumber has the most efficient marketing channel and farmer's share of fisheries products in Bajo, Boalemo district, Gorontalo.

Acknowledgment

The author would like to thank to the local government of Boalemo district, to the Dean of the Faculty of Fisheries Fishery and Marine Science, State Univesity Of Gorontalo, and to all friends who have contributed to this research. I am gratefull to the Organizing Committee of The 1st International Seminar on Sustainabillity in The Marine Fisheries Sector, Faculty of Fisheries and Marine Science University of Halu Oleo.

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