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ABSTRACT

MARKETING EFFICIENCY OF SEA FOOD PRODUCTION IN BAJO DISTRICT BOALEMO GORONTALO PROVINCE

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The study was conducted in Bajo Tilamuta Village, Boalemo district , Gorontalo Province.

Marketing **is one of the most important** activities in marketing the existing seafood in Bajo Village in Boalemo, because one of the factors that become obstacle is the availability of adequate infrastructure. In Bajo Lemito village, Boalemo district has potential for high value fishery such as; Sea Cucumbers and shell pearl, Mabe, Japing. The **purpose of this study is to study the** state of the economy in the Village Bajo Tilamuta **Boalemo district, living conditions of fishermen, production and marketing.**

The research method is descriptive by using purposive sampling method that is taking direct samples because it is known before that the sample can represent the population. While the data analysis using quantitative and qualitative methods. **Qualitative method is to provide a discussion of quantitative data relating to** theoretical aspects and separated by category to get conclusions.

The results of the **study provide information that the sea cucumber is classified as** having a good marketing efficiency and categorized into the already efficient marketing

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while marketing pearl shells, Mabe, Japing marketing has not been efficient.

Keywords: Marketing Efficiency, Sea Cucumber, shell pearl ,mabe and japing shells

Introduction

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 the seafood it is necessary to provide facilities and infrastructure such as fishing port, fish market and others. Bajo fishermen in Boalemo district produce seafood such as: sea cucumbers, pearl 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 types of sea products that exist in the village Bajo of Boalemo district are fish such as tude fish, skipjack, mullet, sea cucumber and shellfish. According Sugiono (2001), marketing institutions according to the control of commodities traded can be distinguished on three: . institutions that do not have but control objects, such as agents, brokers, selling brokers.

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 populations 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 Sutarno (2014), mathematically the amount of marketing margin can be calculated based on the formula $MP = Pr - Pf$. MP= Marketing Margin , Pr: prices at retailers level and Pf : prices at fishermen level. For efficiency can be seen from the percentage of income received by the Farmer's share (Fs).

Result And Discussion Lembaga Pemasaran di perdagangan hasil laut nelayan desa Bajo

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Tilamuta adalah sebagai berikut: Table 1. The average price / kg of these types of seafood can be seen in the table below: No _Type of seafood _Average Price Per / Kg _ _ _Fisherman _Traders _ Whole Trader _ _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 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. Farmer's share $LP = \frac{He - M}{He} \times 100\%$ He LP : Prices received by fishermen M : Total Margin (Rp / kg) HP : Manufacturers Prices HK : The Price is Consumers Table 2.

Marketing Efficiency of marine products in Bajo Tilamuta village of Boalemo District No _Type of seafood _Presentage (%) _Efficiency Marketing _ _ _Fisherman _Whole Trader _ _1 _Sea Cucumber _53 _Efficient _ _2 _Shellfish Pearl _13 _Not Efficient _ _3 _Shellfish Mabe _16 _Not Efficient _ _4 _Shellfish Japing _19 _Not Efficient _ _ Sea cucumbers have an efficient marketing this is due to the 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, thus impacting marketing margins on existing marketing institutions in Bajo Tilamuta village, Boalemo District, **can be seen in Table 3 above**. Conclusion 1.

Bajo fishery product marketing channel in the most efficient Boalemo district is Sea Cucumber 2. Farmer's share is highest on marketing channels of Sea Cucumber
Acknowledgment

The author would like to thanks to the local government of Boalemo district which has helped a lot in this research as well as my thanks to the Dean of the Faculty of Fisheries Fishery and Marine Science State Univesity Of Gorontalo, and all friends to gave contributes for this research.

I am gratefull to for Organizing Committee The International Seminar Sustainability In

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