Marketing management of catch fish in cold storage at the bungus padang ocean fishing port (PPS) West Sumatra Province

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ABSTRACT: The purpose of this study was to determine directly the Marketing Management of Layur and Cockatoo in Cold Storage at the Bungus Ocean Fishery Port (PPS). This research was carried out from February 1 to February 22, 2021 at the Bungus Ocean Fishery Port (PPS) Labuhan Tarok Village, Teluk Kabung District, Padang City, West Sumatra Province. The method used is participatory observation method, namely through observation and sensing where the observer is directly involved. The conclusions that can be drawn from this research are: (1) Bungus Ocean Fishing Port is one of the supporting facilities for the management and utilization of fish resources and has government and business functions from pre-production, production, post-production which has an operating area in WPP NRI 572; (2) The marketing management of fish at Bungus PPS is marketed still in the local scope, namely the city of Jakarta or has not carried out export activities; (3) The marketing system at PPS Bungus does not have a specific marketing strategy, or the marketing strategy is carried out only in accordance with the respective companies; and (4) the implementation of marketing at PPS Bungus has not been maximized in the use of facilities, there are still many shortcomings, especially in the handling of the marketing process.

Keywords: fish, management, marketing, POAC

INTRODUCTION

Indonesia has a large potential for fisheries resources with a coastline (81,000 km) which is the second longest in the world after Canada, has approximately 17,508 islands and a water area of about 5.80 million km2. Pelagic fisheries resources are one of the fishery resources that have a very important role in the national economy because of the abundant potential of its resources (Azelina Rizki et al., 2021). In Indonesia, according to RI Law no. 9/1985 and RI Law no. 31/2004, activities included in fisheries starting from pre-production, production, processing to marketing, which are carried out in a fishery business system. Thus, fisheries can be considered an agribusiness venture. Generally, fisheries are intended for the purpose of providing food for humans. In addition, other purposes of fishing include sports, recreation (fishing), and perhaps also for the purpose of making jewelry or extracting fish oil. Fisheries business are all individual businesses or legal entities to catch or cultivate (hatching, breeding, rearing) fish, including activities to store, cool or preserve fish with the aim of creating added economic value for business actors (commercial/business) (Mustarip, 2019).

The condition of capture fisheries is currently experiencing stagnation, even tends to experience a decline in production in several regions in Indonesia. The degradation of the marine environment due to global climate change, coupled with excessive fish exploitation without control has an impact on decreasing marine fishery production. Meanwhile, the level of fish consumption tends to increase in line with the increase in population each year. Of course, this requires a solution, as an effort to meet the demand for fish consumption which tends to increase and marine fishery production tends to decrease. Aquaculture is one solution that can be done, considering that production can be controlled both with innovative technology and capacity. Capture fisheries as a system that has an important role in providing food, employment opportunities, trade and welfare as well as recreation for some Indonesians need to be managed in a long-
term orientation. Capture fisheries management actions are mechanisms to regulate, control and maintain the condition of fish resources at a certain desired level (Sokib et al., 2012).

Meanwhile, (Jinca, 2011) said that a seaport is an area of water that is protected against storms, waves and currents, so that ships can carry out maneuvers, lean back, throw anchors in such a way that loading and unloading of goods and passenger movements can be carried out properly. The main function of the sea port is the function of cargo transfer and industrial functions from the point of view of the port entrepreneur completing the facilities for the needs of ship activities at the port, including shipping lanes to enter and exit ships from and to the port, mooring equipment, dock loading and unloading activities, checking goods, warehousing, provision of local transportation networks in the port area (Yolandika et al., 2016).

Ports also need to improve their service performance as an illustration of the achievements or results of port work in a certain period so that it can be determined what programs will be implemented next in order to improve services to power users. According to (Berliana et al., 2018) at a macro level, efforts to improve performance have been carried out through master plans, policies and regulations such as Law no. 17/2008, Pendulum Nusantara, regarding MP3EI shipping and is currently continuing with the sea toll program. However, it seems that the performance of the services provided by the port is not sufficient to reduce the high economic costs. Therefore, to further spur the improvement of service performance, especially at the passenger terminal, the government has issued Minister of Transportation Regulation Number 119 of 2015 concerning amendments to PM 37/2015 concerning standard of sea transportation services, which emphasizes aspects of safety, order, order, comfort, convenience and equality.

The development of a fishing port is based on the aim of developing fishery production, more optimal utilization of marine resources and activating the economy of fishing communities so that in the end it will be able to increase the income of fishermen at the Bungus Ocean Fishery Port (PPS), which is one of the ports in Sumatra so that it can be developed in a sustainable manner. production aspect. The port is one of the important things in supporting the success of capture fisheries activities, this is related to its function which is directly related to the handling of the catch, so that the results can also be utilized optimally. One of the fishing ports in West Sumatra Province that is currently still carrying out its functions is the Bungus Ocean Fishery Port (PPS), Padang.

METHOD

This research was carried out from February 1 to February 22, 2021 at the Bungus Ocean Fishery Port (PPS) Labuhan Tarok Village, Teluk Kabung District, Padang City, West Sumatra Province. The method used is a participatory observation method, namely through observation and sensing where the observer is directly involved in the location, namely at the Bungus Ocean Fishery Port (PPS) Padang City, West Sumatra Province. Basically this method where what is observed, heard, and spoken and participation in the activities carried out, is used in the Marketing Management activities of Layur and Cockatoo in Cold Storage at the Bungus Ocean Fishery Port (PPS) Padang City, West Sumatra Province (Yolandika et al., 2017).

The author was directly involved and saw firsthand the activities carried out at the Samudra Bungus Fisheries Port, especially in marketing activities for fish in Cold Storage, namely Layur fish (Trichiurus lepturus) and also Cockatoo fish (Scarus croicensis). Primary data (data obtained from direct work and direct observation) besides that documentation is also needed to describe facts or information in a systematic, factual and accurate manner so that conclusions can be drawn from internship activities carried out at the Ocean Fishery Port (PPS) Wrap especially in Cold Storage.

RESULT AND DISCUSSION

PPS Bungus provides services and facilities to the fishing community, starting from the preparation of catching fish until the marketing process is equipped with various facilities. Existing facilities at fishing ports
generally include basic facilities, functional facilities and supporting facilities, but not all of these facilities
must be owned by fishing ports, depending on the type and level of need of the port (Quayle, 2006).

After carrying out all the handling processes such as unloading, sorting, weighing, washing to handling in
Cold Storage to packing at PPS Bungus, the next step is the fish marketing system at PPS Bungus. Marketing
management in PPS Bungus goes through a process of planning, organizing, implementing, and supervising.
Marketing Management activities are also carried out at PPS Bungus, starting from analyzing the needs
needed by consumers, in this case fish collectors, planning actions that must be taken according to
conditions that come to fishermen, such as simplifying the licensing bureaucracy so that fishermen are more
productive.

PPS Bungus also helped provide price information to fishermen. So that fishermen can determine the
appropriate price. The provision of services that are always on standby is provided, as well as promotions
to the community about catches and invitations to be constructive for fish are also carried out by Bungus
PPS.

Planning

The planning carried out by the Bungus Ocean Fishing Port before marketing was that Bungus PPS acted
as a facilitator between fishermen and fish buyers, having a strategy in achieving its goals. Among other
things: making sure that all fishermen can sell their catch through TPI, routinely conducting socialization
of fish handling to fishermen, providing information to fishermen and providing the facilities needed by
fishermen. This is a marketing strategy carried out by PPS Bungus in order to give confidence to the fishing
community to remain productive and follow the rules set by the government in this case through PPS
Bungus (Hasibuan, 2019).

Organizing

Organizing is a management function that groups people according to their respective duties to carry out a
predetermined mission. This organizing process is carried out at the Bungus Ocean Fishery Port (PPS) to
monitor the ongoing process so that the marketing of fish in Cold Storage runs optimally without any
intentional or unintentional failures (Manullang, 2012).

The parties who carry out these tasks are the Personnel Section at the Bungus Ocean Fishery Port (PPS)
and the Operational Section and the tasks carried out are carrying out technical services for port operations,
fishing vessels and harbormasters. And has the following functions: (1) Implementation of arrangements
for departure, arrival and presence of fishing vessels at the Fishing Port; (2) Implementation of services for
issuance of Arrival and Departure Reports for Fishing Vessels; (3) Implementation of Log Book inspection;
(4) Implementation of services for issuing Sailing Approval Letters; (5) Implementation of the issuance of
certificates of fish catch; (6) Supervision of refueling; and (7) Implementation of data collection,
information, and publications;

Actuating

The implementation of the process of marketing activities carried out at the Bungus Ocean Fishery Port
(PPS), precisely in Cold Storage, only carries out one marketing channel, namely an indirect marketing
channel, where the fish will be marketed by agents or rather the fish will be sent to the center (Jakarta). And
the center itself will carry out marketing activities. The agents do this to avoid losses and it is also very
profitable for the agents because it has a fixed market.

The following is the marketing flow for caught fish in Cold Storage at the Bungus Ocean Fishery Port
(PPS): (1) Starting from the owner of the ship or the fisherman who catches the fish to be unloaded directly
at the Bungus Ocean Fishery Port (PPS). Then the fisherman will sell the fish to the Fish Auction Place
(TPI) according to the price agreed upon by both parties; (2) From the TPI, the agents will buy the fish
needed to be marketed or sent to the center. For example PT. The Sea Dragon will only buy Layur fish
(Trichirurus lepturus) and the second one is CV. Jenggo Fish who will only buy Cockatoo fish (Scarus
croicensis) (Handoko, 2003).
Controlling

Controlling carried out by the Bungus PPS itself is in the form of inspections, namely inspection of production results as well as the fish auction process at TPI. The ship carrying out the unloading will also carry out inspections or inspections carried out by PPS Bungus. This is done to prevent or minimize unwanted events. The purpose of marketing these two types of fish, namely Layur fish and Kakatua fish, is still marketed to local people (Layur fish) and also the marketing goal of this fish is the City of Jakarta, both Layur fish and Cockatoo fish (Fattah & Purwanti, 2017).

Pre-marketing handling techniques are a series of important activities before marketing. This handling technique is one of the supporting factors to have good quality fish. This pre-marketing handling technique is in the form of sorting, weighing, washing, icing, packaging, ABF (Air Blast Freezer) with a temperature of -40°C and the last process is packing to marketing. Each technique has its own way or rules.

Problems regarding marketing problems faced by Bungus PPS, especially in Cold Storage, are the lack of fish entering the Cold Storage (CS) and also the lack of manpower and cleanliness and the facilities in Cold Storage itself are not too adequate or improvised (Assauri, 1999).

CONCLUSION

The conclusions that can be drawn from this research are: (1) Bungus Ocean Fishing Port is one of the supporting facilities for the management and utilization of fish resources and has government and business functions from pre-production, production, post-production which has an operating area in WPP NRI 572; (2) The marketing management of fish at Bungus PPS is marketed still in the local scope, namely the city of Jakarta or has not carried out export activities; (3) The marketing system at PPS Bungus does not have a specific marketing strategy, or the marketing strategy is carried out only in accordance with the respective companies; and (4) the implementation of marketing at PPS Bungus has not been maximized in the use of facilities, there are still many shortcomings, especially in the handling of the marketing process.

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