

Article Behavior Marketing

by Hasanuddin _r_

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Behavioral Marketing Agency Against Sea Fish Trade to do Household Income of Fishermen in South Sulawesi, Indonesia

HasanuddinRemmang

Lecturer at the Faculty of Economics University of Makassar Bosowa

Abstract:-This research aims to provide insight to the fishermen as marine fish commodities producers and marketing agencies about which marketing channels provide a higher profit rate than the other channels. Furthermore, this research also aims to add knowledge manufacturers to do diversifikasi the product, so that the added value of goods higher. With the diversifikasi products, manufacturers will certainly increase its business Partners and ultimately sales volume will increase and the more profit also grew. This product is a diversifikasi step form changes the behavior of the capture of manufacturers selling directly (TLJ) into a quotation of sports behavior offers (POL). The results of this research get results that the income received on the marketing agency terlibata in commodities trading fresh fish is influenced by the presence of the marketing functions. Behavioral marketing agencies on every channel so price fish sales to consumers rise on average between 17.50% to 30.67%. The existence of the increase in the selling price of each agency's treatment caused by the marketing function, among others; transport function, sorting, cleaning, packing, preserving and so on. Merchants selling fish collectors to retailers has issued a cost amounting to Rp. 8.725/kg and the level of sales of Rp. 40.593/kg. While at the level of retailers have set the selling price of Rp. 54.582/kg, but the cost is Rp. 4.825/kg so there is a difference in cost of Rp 3,900/kg between merchants and merchant aggregators retailers. Furthermore, the efficiency of marketing of fresh marine fish based on the results of the research there were data on sports channel third i.e. 22.20% da or revenue of Rp. 33.099/kg.

Keywords: Businessmen, Behavior Channel Distribution, Fishermen's income

I. INTRODUCTION

National development is done with the aim to achieve some targets at once, i.e. self-sufficiency fishery, increased acceptance of foreign exchange, increase employment opportunities, improve the income of fishing communities as well as the utilization and preservation of natural resources nationwide. Pangkep Regency, is an area that was chosen because the area is known as the dominant source of livelihood

of the people especially the fishermen. The increase in the average production per year reached 2.11%. And or increased an average of 203,024.62 tons/year Fish production was further improved from year to year is certainly an opportunity for marketing agencies to be perpetrators of intermediary marketing from producer to the end consumer in the hope of obtaining services through marketing margins. The increase in production as a concept, not only the views of activities to increase the number of products produced physically, but all the activities that add value to goods and services including marketing system which is an artery the mechanism of undertakings (a. Harizt. 2001. p. 68). as experienced by producers (fishermen) is the production of increased sales, but the value may often not with the level of income that is received.

Marketing system proceeds on sea fishery is a very complex system especially the existence of the involvement of an intermediary institutions (Institute for marketing) to market it with each of the mempeunyai interests and different ways. Methods and ways to market fish from fishermen to the end consumer would certainly require expenditure costs a bit. Costs incurred both for producers (fishermen) and marketing institutions will affect the high cost of goods sold and the selling price to be paid by consumers. According to Soekartawi (1997), that the magnitude of the cost of marketing different from each other due to; kinds of commodities, marketing, location and amount of different kinds of marketing agencies and the effectiveness of marketing is done. Marketing treatment as above, directly harm the fishing party/household fishermen as the main source of income in the business fresh wet fish such as; fish lamuru, layan, sibula, skipjack tuna, red snapper and Rabbitfish fish and others. The process of channeling fish from producers (fishermen) to hand the end consumer requires a functional marketing activities aimed to streamline the distribution of goods (fish) effectively and efficiently to meet the needs and desires of the consumers. The end consumer in question here is the local consumers, the area between the island and entrepreneurs considered the end user of the goods. Marketing functions carried out by the Institute of marketing related or involved in the process of marketing a goods (fish) that form the chain of marketing or often referred to as the marketing system.

Pangkep Regency, is the location of the research there were some marketing agencies who are involved in the fish trade mechanism, namely; local retailers, Ponggawa (merchant aggregators including Cooperative), subdistrict intermediary traders as agents, wholesalers, wholesalers between the island and the large merchant exporters. Marketing agencies who are involved in the trade of this commodity has two functions, i.e. Besides as a buyer as well as seller, so the pairing relationship occurs in function of sales on one side and the buyer function on the other. The second occurrence of the function of the marketing agency describes the existence of a transfer of property or rights by each institution towards commodity fish, causing also the occurrence of the addition of the usefulness of ownership.

The mechanics of buying and selling commodities fresh fish catches of fishermen at sea from the manufacturer to the intermediary traders (marketing agency) there are three types of transaction behavior, namely; (1) type of active-active, i.e. each active between the seller (manufacturer) and the buyer, and usually this type of fishing has occurred while the volume of production is equal to demand, (2) active-passive type, i.e. active manufacturer offers the results of its due to the increased production, but the buyers were less active, and are usually of this type occur in conditions of supply is greater than demand, prices are consequently more determined by the buyer including marketing agencies, (3) type passive-active, i.e. the opposite than the second type above, where buyers are more active demand for goods (fish) and the seller (manufacturer) are less active may be due to reduced production results, and usually the prevailing price more influenced by the manufacturer.

The function of the sale and called the function Exchange is very important to reducing barriers removal of property rights in an effort to give satisfaction to the consumer taking into account marketing channel that is effective and efficient. With the beralihnya status of the ownership of goods through exchange function, then the above activities serve to add value to the ownership of that product. Final Konsemen will be willing to pay some money for the value of the product, if the product is to be felt and are able to provide the value of customer satisfaction that is comparable to the money that must be issued including the service and product quality.

Trade fish with very market quality standards specified by the end consumer, so that the role of the marketing agency is urgently needed because of the marketing function more done marketing institutions because they have enough capital a lot to do. With the cost of spending to meet consumer's desired quality standard, it is in the determination of the sale price also come into effect or another word that consumer price paid more dearly than consumers directly to producers (fishermen). The marketing functions associated with product quality antarlain; sorting/cleansing, cooling, storage, packing, and transportation. While others including discipline pengelohan

products so as not to damage/wastage occurs. According to Soekartawi (1997), that the magnitude of the cost of marketing different from each other due to; kinds of commodities, marketing, location and amount of different kinds of marketing agencies and marketing effectiveness.

The high cost of goods to pay consumers will reduce the level of consumption and the real income of consumers and consumers tend to think of alternative do the substitution for purchases up to the needs of the items to be purchased, such as buying fish at a great price, better buy tofu/tempeh or eggs with reasonable price and high nutritional value. The purpose of

- To know the marketing system fresh fish from the catch of fishermen at sea from the fisherman to the consumer end.
- To know the role of marketing agencies who are involved in the process of the transition of the production of fresh fish from the fishermen to the end consumer.
- To know the margins of marketing and marketing efficiency at each level of the Institute of marketing and its channels. While the benefits of this study are expected to be consideration for the Government in decision making for development development on fisheries and marine sector in particular trade policy the fish of the sea.

II. RESEARCH METHODS

A. The location of Research

The research was conducted in two counties, that Pangkep Regency Maros Regency and South Sulawesi province on the basis of the naming of this location is the second area of this region is a supplier of marine and inland fisheries results most among other areas. And the other reason is the sector of the majority of its people depend their life i.e. average about 56.27%. (source, BPS province of South Sulawesi in the 2010 Figures). Later, he set up the second region as objects of research, the expected time to come, where the results of the study were later made to the local government for consideration in the preparation of development plans for short-term and intermediate.

B. Population and Sample

The population in this research is to choose several groups of fishermen-peasants against the second area which members have at least 5-10 people. Based on the statistics of each of the two regions, has recorded 78 fishermen-farmers group, which means it had a population of membership as much as ± 624 people, and if any Member has any family members at least 3 people, which means the number of residents who live in this sector as much as 1872.

C. Types and Sources of Data

Data obtained in this study include primary data sourced from empirical data with directly from the research were collected through direct observations, interviews and circulation question form. Secondary data is data that is obtained through a review of the literature in the form of books, journals, and documents related to the research.

D. Data Collection Techniques

The technique is done in obtaining data is using several methods, namely; interviews, circulation question form, and the study of the literature. Method of collecting data with circulation question form is meant to know and menghimpung data on the production volume of wet fish and selling points are accepted as well as how much the rate of profit after charges was issued against the factors of production used. Whereas data obtained through interviews is how many marketing partners agencies their efforts and to how far the level of efficiency of marketing against the choice of marketing channels are selected. While the data acquired through the study of literature, journals and so on is the knowledge that have relevance to the research.

E. Data Analysis

Based on data obtained from the results of the study, then an analysis can be made as follows:

1. Marketing Margins.

To gauge the magnitude of the marjian marketing at any institution with the marketing of the product to the end consumer is:

$$M = B + \pi$$

Where:

M = marketing Margins
B = the cost of marketing
 π = Profit

(Teken Hamid and,1992)

As for the total marketing margins can be found by summing the margin on every marketing agencies that are involved in wet fish marketing are:

$$M = Y1 + Y2 + Y3 + \dots + Yn$$

Where:

M = Total margin
Y1 = marketing Margins at the level of the market 1
Y2 = marketing Margins at the level of the market 2
Y3 = marketing Margins at the level 3 markets
Yn = Margin marketing at the level of the market n

To calculate profit marketing institutions used the formula:

$$\Pi = TR - TC$$

Where:

Π = profit of every marketing agencies involved.

TR = Total revenue (total acceptance of each marketing agencies) TC = Total costs incurred marketing agencies.

1. The efficiency of Marketing

To measure the level of efficiency of marketing used formula:

Marketing costs

$$EP = x 100\%$$

The value of the marketed products

2. Analysis of factors that influence the Marketing Margin

To find out the factors that affect the margins of marketing, conducted multiple regression analysis with the formula:

$$Y = b_1X_1 + b_0 + b_2X_2 + E_i$$

Where:

Y = marketing Margins

X 1 = the cost of marketing

X 2 = ' marketing advantage

B₀ = Parameter which dates

III. RESULTS AND DISCUSSION

A. Treatment of Post Marketing of Marine Fish

So that the quality and the smooth marketing fresh fish which is a routine businessfishing communities in Pangkep Regency, the marketing concept is a major factor affecting the level of income of the fishermen and need special attention, so the pricerceived by fishermen remain decent anyway, then treatment of post marketing It isvery important to her. Pangkep Regency as a research focus on trading from fresh fish in particular the study of the behaviour of the institutions that affect marketing lemaga income level of fishermen and give you an idea that the post-marketing activities carried out by fishermen in the early stages, the fishermen just do the catching fish in the sea, preserving, transporting and selling in the form of fresh. While the sortiran stage, cleaning, preserving, packing, transport is generallydone marketing agencies.

To conduct post marketing efficiency, fishermen had to make changes to the marketing pattern of the mono channels to multiple channels. The findings obtained in this study was the existence of a marketing system mono channel, where some fishermen have subscriptions anyway against the perdagang intermediaries commonly called ponggawa, where the Agency earlier gave the capital/loans kepafa fishermen who need a business contract with the fish fishermen have to sell to the intermediary traders Model business contracts like this, the prices are generally determined by the merchant and tend to be less profitable fishing parties. For details of treatment of post marketing fresh fish can be seen in the following chart:

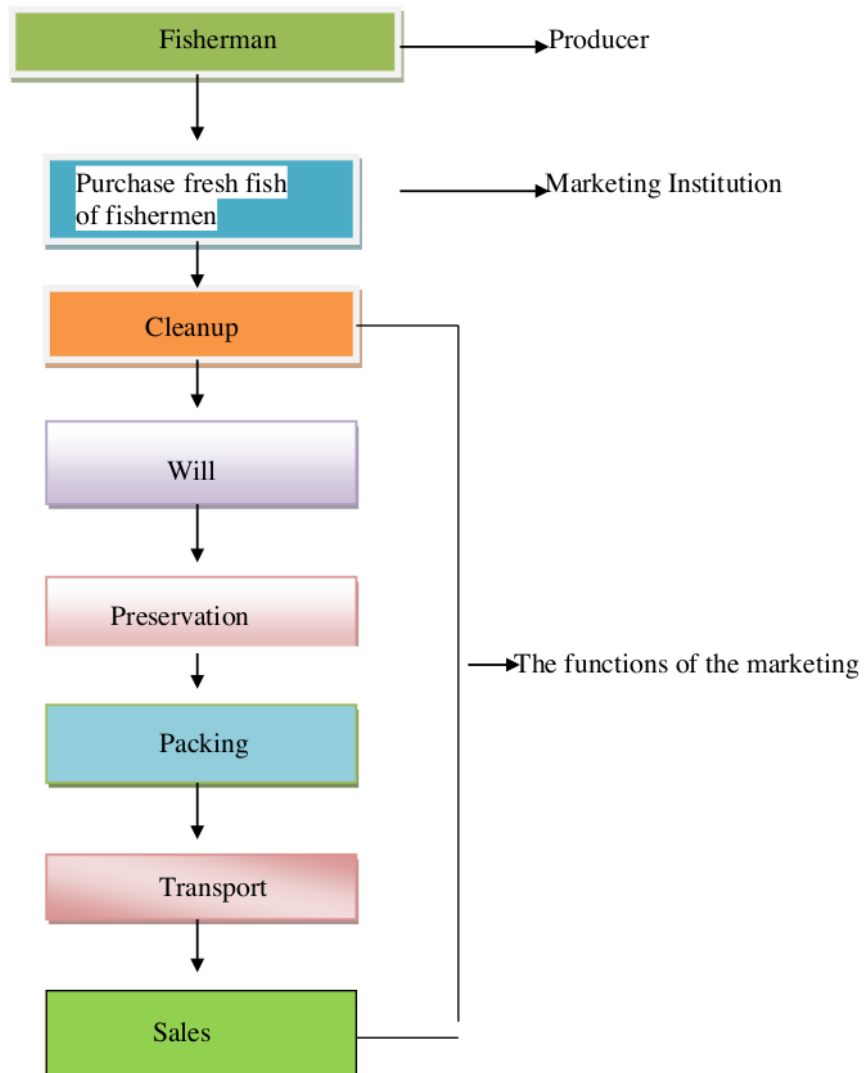


Figure 1. Treatment of Post Marketing Fresh Fish

Post marketing activities is generally done to a marketing agency, among others, traders, retailers, collectors, wholesalers, agents and traders between the Islands with a lot more work done by the workforce. While the fishermen as a manufacturer of fresh fish catches they prefer immediately sold it to the institution or intermediary traders marketing and less doing the marketing functions. This is done because the fisherman there are several limitation such as; time and cost to perform the marketing process, so that the price paid of intermediary traders do not significantly to incomereceived.

Marketing in principle is the flow of goods from the manufacturer to the consumer. The flow of goods can occur due to the role of the marketing agency, where the role of the Agency is highly dependent of the market system and kharakteristik the flow of goods marketed. Therefore, this concept is often termed marketing channels (marketing channel), which function is very important especially in seeing the price level in each lemvaga pemasara.

No.	The behavior of the	The Activities the
01.	Fisherman	-Catching fish - Storage - Preservation - Transport - Sales
02.	Traders collecting	- Purchase - <i>Cleanup</i> - Preservation - <i>Transport</i> - Sales
03	The Great merchant in FAP	- Purchase - <i>Will</i> - <i>Preservation</i> - Packing - Transport - <i>Sales</i>
04.	Merchant retailers	- Purchase - Out - <i>Preservation</i> - <i>Sales</i>

Table 1: More Exotic Activities-Marketing Function Being Performed At Various Levels of Behavioral Marketing Agency Fresh Fish.

Table 1. above, seen that post marketing activities by applying the marketing functions in general are performed by institutions directly so that marketing costs incurred grew, thus affecting the total cost per unit products/fish. The description, it appears that the process of marketing from producer to the end consumer, marketing agencies have an important role to trading fresh fish that has the benefits and interests of all parties including the original area as well as increased income the field of work.

The marketing of marine fish especially fresh fish commonly called wet (from the sea) and land fish (fish ponds) in Pangkep there are several institutions in the process of marketing the transfer from the manufacturer to the end consumer. There are several traders/middlemen marketing agencies involved namely the marketing process;

- (1) the merchant Gatherer/pongawa,
- (2), Commissioner
- (3) wholesalers, retailers
- (4)/pagandeng to the end consumer.

Fishermen as a manufacturer of fresh sea fish (fish wet) are generally looking for fish in the sea at night and day with the capture, preservation, transport and then sell it to the marketing/intermediary traders in measure keranjang.

For more details, this wet fish marketing channels (sea fish) in Pangkep as the site of the Institute of marketing and the end consumer. Costs and revenues. Sea fish commodities in the fishery and marine is the main livelihood in Pangkep Regency, most of the population, of which this region has been known as one of the areas that have a lot of island fishermen so that pangkep named the Islands. As for the marketing channel that traversed the sea fish trade in Pangkep Regency, is as follows:

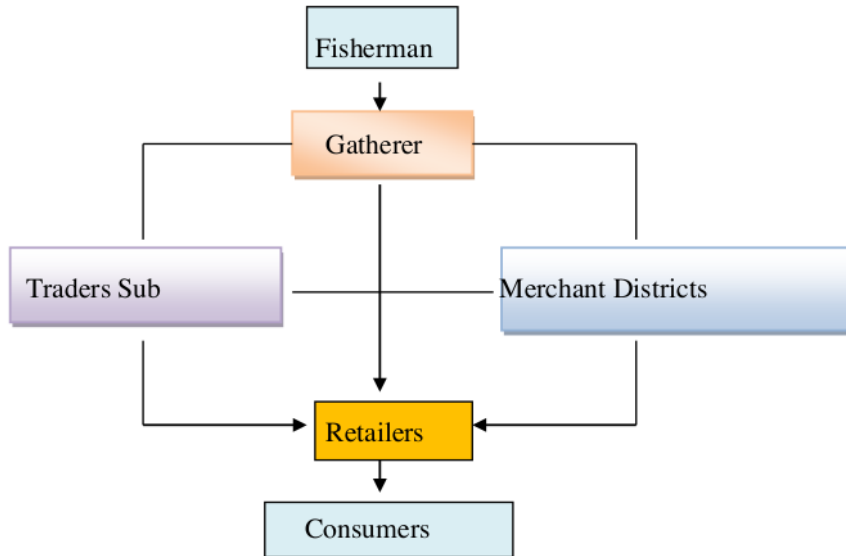


Figure 2. Marine Fish Marketing Channels

Channel I

The Analysis of Costs, Margins And Profits on the Channel Can Be Seen in Table 2. The Following:

No.	Description	Type Of Fish					RabbitFish
		Lamuru	Snapper	Kites	Onion	SkipJack	
01.	Purchase	22.500	17.500	9.100	2.250	15.000	27.000
02.	Marketing costs:						
	• Transport	2.500	1.750	910	225	1.500	1.350
	• Cleanup	1.500	1.225	637	57,70	1.050	-
	• Will	1.350	875	364	90,00	600	-
	• Preservation	1.125	700	-	-	450	2.160
	• Packing	2.250	525	-	300	810	-
	• Storage	350	-	-	-	-	-
03.	Total cost	8.725	5.425	1.911	332	3.900	4.320
04.	Cost of Good	31.225	22.925	11.011	2.582	18.900	31.320
05.	Sales Prices	37.470	28.656	14.314	3.099	22.680	40.716
06.	Income	6.245	5.731	3.303	516	3.780	9.396
07.	the marketing Margin	14.970	11.156	5.214	849	7.680	13.716
08.	Mark-up	20,540	25,190	30,320	17,50	28,88	30,67

Source: primary Data after being processed

Table 2: Cost Analysis, Margins and Earnings on the Merchant Level Aggregator (\$/Kg)

Table 2. Above give an idea that income earned on intermediary traders/collectors, there are several types of fish not performed the functions of marketing, but does not affect the level of income but will tend to increase as on the type of baronan fish and fish lamuru. Marketing agencies/Gatherer behavior on the channel teleh set the sales price rises between 17.50% to 30.67%. Further analysis of the costs, margins and earnings on sub merchants can be seen in table 3 below:

No.	DescriptionType Of Fish						Rabbitfish
		Lamuru	Snapper	Kites	Onion	Skipjack	
01.	Purchase	37.470	28.656	14.314	3.099	22.680	40.716
02.	Marketing costs:						
	•Transport	2.500	1.750	910	225	1.500	1.350
	•Cleanup	-	-	668	164	-	-
	•Will	1.417	918	382	94	-	-
	•Preservation	1.181	735	715	154	1.134	2.203
	•Packing	2.362	551	750	161	315	850
	•Storage	374	357	286	61	453	814
03.	Total Cost	7.834	4.311	3.711	859	3.402	8.217
04.	Cost Of Good	45.304	32.967	8.025	3.958	26.082	48.933
05.	Sales Prices	49.834	36.263	19.828	4.354	28.690	53.826
06.	Income	4.530	3.296	1.803	396	2.607	4.893
07.	Marketing Margin	12.364	7.607	5.514	1.255	6.010	13.110
08.	Mark-up	10,00	12,32	10,02	10,05	9,20	15,59

Source: primary Data after being processed

Table 3: Analysis of Costs and Revenues, Margins on Large Traders Tingkat Sub (\$/Kg)

Table 3 above there are some treatment on the type of fish that is processed by the great merchant town have to do with marketing functions such as sortiran and packing activities so that the costs incurred by the Institute of marketing is quite affect the level of income. Then, this big traders do mar-up sales to wholesalers kabupaten/kota between 10% to 15.59%. When compared with the activity of marketing functions between merchants and merchant aggregators big sub more done gatherers so that perasetansi increase in selling price differences occur in this higher received gatherers. Furthermore, analysis of costs, margins and income levels on wholesalers district/city can be seen in the following tabel4:

No.	DescriptionType of Fish						Rabbitfish
		Lamuru	Snapper	Kites	Onion	Skipjack	
01.	Purchase	49.834	36.263	19.828	4.354	28.690	53.826
02.	Marketing costs:						
	•Transport	2.750	1.925	910	1.001	1.650	1.485
	•Cleanup	2.493	1.813	701	172	1.435	2.691
	•Will	1.445	963	401	99	574	1.076
	•Preservation	997	725	715	396	573	538
	•Packing	498	557	758	163	318	859
	•Storage	382	363	292	63	462	830
03.	Total cost	8.565	6.346	3.133	1.894	5.012	7.479
04.	Cost of Good	58.399	42.609	22.961	6.248	33.702	61.305
05.	Sales Prices	63.655	46.870	25.716	6.873	38.757	72.033
06.	Income	5.256	4.261	2.755	625	5.055	10.728
07.	Marketing Margin	3.821	10.607	6.888	2.5 19	10.067	18.207
08.	Mark-up	9,19	11,19	5,00	10,00	10,00	12,00

Table 4: Analysis of Costs and Revenues, Margins on Large Merchants District (Rp/Kg)

The above table 4 outlines about marketing activities to large traders sub-district after buying fresh fish from gatherers and then do some marketing functions with removing the total cost on each type of fish by different amounts. The existence of differences total costs incurred that directly affect the level of income and margin received huge traders sub-district, however the level of mark-up between 9.19% to 15%. Pay attention to the results of the analysis of the expenses and earned income marketing agencies is not too far from traders gatherers. Based on the results of the interview Group Chairman of the merchant marine fish in the Labbakang Dg. Jamal said that price increases on consumers, which is treated well at the industry, retailers or to the consumer households are not too high with an average of 12%. Furthermore, cost analysis, margins and earnings at the retailer level merchants can be seen in table 5 below:

No.	DescriptionType of Fish						Rabbitfish
		Lamuru	Snapper	Kites	Onion	Skipjack	
01.	Purchase	63.655	46.870	25.716	6.873	38.757	72.033
02.	Marketing costs:						
	•Transport	638	469	257	69	387	720
	•Cleanup	-	-	-	-	-	-
	•Will	-	-	-	-	-	-
	•Preservation	1.007	732	722	400	543	578
	•Packing	-	-	-	-	-	-
	•Levy	1.200	1.200	1.200	1.200	1.200	1.200
03.	Total cost	2.845	2.401	2.179	1.669	2.130	2.498
04.	Cost Of Good	66.500	49.271	27.895	8.542	40.887	74.531
05.	Sales Prices	73.150	54.198	33.474	8.969	44.976	81.984
06.	Income	6.650	4.927	5.579	427	4.089	7.453
07.	Marketing Margin	9.495	7.328	7.758	2.096	6.219	9.951
08.	Mark-up	10,00	10,00	15,00	9,00	10,00	10,00

Table 5. The Analysis of Costs, Margins And Earnings At A Rate of Retailer

Table 5 above after a sports data results in marketing activities conducted retailers have been obtained analysis results i.e., where this marketing agencies (retailers) there are three marketing activities conducted; transport goods, preserving, and levies and all three cost as set forth in table 5. Later, the existence of the expenditure is paid to the third marketing function, then degree of retailer reduced earned income so that it can be concluded that more and more functions of Marketing Agency then conducted cost daripada marketing process also goes up so that the level of income /profit retailers reduced.

Channel II

In the structure of marine fish marketing, it appears that producers and marketing agencies have the distance and time to the end consumer, including costs incurred each marketing agencies to deliver products/fish that are marketed based on channel that traversed. On the second channel has involved two marketing agencies, among others; collectors and traders pengecar. For more details the following can be described quantitatively about the magnitude of the total costs, margins and the level of income earned each institution in table 6 as follow

No.	Description Type of Fish						Rabbitfish
		Lamuru	Snapper	Kites	Onion	Skipjack	
01.	Purchase	22.500	17.500	9.100	2.250	15.000	27.000
02.	Marketing costs:						
	•Transport	2.500	1.750	910	225	1.500	1.350
	•Cleanup	1.500	1.225	637	57,70	1.050	-
	•Will	1.350	875	364	90,00	600	-
	•Preservation	1.125	700	-	-	450	2.16
	•Packing	2.250	525	-	-	300	810
	•Storage	-	350	-	-	-	-
03.	Total cost	8.725	5.425	1.911	332	3.900	4.320
04.	Cost Of Good	31.225	22.925	11.011	2.582	18.900	31.320
05.	Sales Prices	40.593	29.802	18.1862.	840	20.790	34.452
06.	Income	9.368	6.877	7.175	258	1.890	3.132
07.	Marketing Margin	18.093	12.302	9.086	590	5.790	7.452
08.	Mark-up	30,00	30,00	15,25	10,17	28,88	30,67

Table 6: Cost Analysis, Margins and Earnings At A Rate of Gatherers to Retailers (USD/Kg)

Table 6 above illustrates that the level of earned income traders collecting higher than through the channels first. This happens because the channel was short and the selling price is more expensive due to the amount of the purchase of smaller retailers compared to the volume of purchases of large merchant districts. While the cost of goods and sales price mark-up occurs between 10.17% and 30.67% with different levels of profits based on the marketing functions being performed each institution marketing.

IV. MARGIN AND REVENUE

Pamasaran fresh fish production results obtained through multiple marketing channels fishermen by getting results or profit marketing agency different every attempt caused on the activity of marketing function, time and costs incurred. It can be seen the level of margins and income on any marketing channels in table 7 as follows:

No.	Description	Sale price Income cost Margins			
		(Rp/Kg)	(Rp/Kg)	(Rp/Kg)	(Rp/Kg)
1.	Revenue collecting	37.470	6.245	8.725	14.970
2.	Huge Income Sub	49.834	4.530	7.834	12.364
3.	Huge income district/city	63.655	5.256	8.565	13.821
4.	Retailer Revenue	73.150	6.650	2.845	9.495

Table 7: An Analysis of The Margins and Revenue on A Channel

Table 7 above describes the magnitude of the revenue and margin of each marketing channel that traversed the goods/fresh fish right up to the end consumer. The highest sales price on this channel is on the level of retailers amounted to Rp. 73.150/kg, whereas the level of the highest margin is on the merchant aggregators. The existence of differences of income margin of each channel are caused on the activity of marketing functions, the cost and the amount of marketing institutions. On the merchant gatherers as cutting-edge as intermediary traders between produses/fishermen into other intermediary traders so that it has a marketing agency activity the

marketing functions many things seen on table 1. Furthermore, an analysis of the margins and revenues in table II on channel 8 as follows:

No.	Description	Sale price (Rp/Kg)	Income (Rp/Kg)	cost (Rp/Kg)	Margins (Rp/Kg)
1.	Revenue collecting	40.593	9.368	8.725	18.093
2.	Retailer Revenue	54.582	9.084	4.825	13.909
Total			18.452	13.550	32.002

Table 8: An analysis of the Margins and Revenue on Channel II

Table 8 above illustrates that the occurrence of differences in margin, cost and income level of each marketing agencies on faithful channels caused by treatment of the marketing function. As merchants selling fish collectors to retailers has issued a cost amounting to Rp. 8.725/kg and the level of sales of Rp. 40.593/kg. While at the level of retailers have set the selling price of Rp. 54.582/kg, but the cost is Rp. 4.825/kg so there is a difference in cost of Rp 3,900/kg between merchants and merchant aggregators retailers. Furthermore, an analysis of the margins and revenue on channel III can be seen as follows:

No.	Description	Sale price (Rp/Kg)	Income (Rp/Kg)	cost (Rp/Kg)	Margins (Rp/Kg)
1.	revenue collecting	63.655	18.237	4.825	9.159
2.	Huge income district/city	73.203	4.530	7.834	12.364
3.	Retailer Revenue	78.752	10.272	4.825	15.097
Total			33.039	17.484	36.620

Table 9: An analysis of the Margins and Revenue Channels III

Table 9 above have given the description of that level of sales which is expensive is at retailers because the goods/fish received third degree is from the manufacturer. With the stages of the goods to the final consumer through traders collecting merchants and retailers resulted in prices that consumers received Rp 78.752 with expenses amounting toRp. 4.825/kg. While the level lowest margins are at a level traders collecting, but the highest income levels. This happens because of the treatment that exceeds the marketing function with other marketing agencies. For the channel level IV with margins and revenue can be seen the following table:

No.	Description	Sale price (Rp/Kg)	Income (Rp/Kg)	cost (Rp/Kg)	Margins (Rp/Kg)
Retailer-	To the final Consumer	49.214	8.202	7.262	15.404

Table 10: An Analysis of the Margins and Revenues on the level of Retailer Channel IV

Table 10 above give an idea that retailers selling price to the final consumer at Rp. 49.214/kg, and prices from the manufacturer to the consumer at Rp. 33.750/kg which means there is a price differential that the consumer received Rp 15.464/kg. While the manufacturer

selling price on the channel I s/d channel III average Rp. 38.501/kg. The price difference that is received via a short channel producers is higher than channel lengthy is the message theory/reference that marketing is effective and efficient in the production sector of agriculture and the agricultural subsector is through channel short.

V. THE EFFICIENCY OF MARKETING CHANNEL

The efficiency ratio is basically orders from marketing against external input. External marketing is the last sales results were received while the input is marketing a fund that is used to process and transport the products so that it arrives to the consumer. The efficiency of the marketing channels from fresh fish from producers to consumers in Pangkep area to other areas can be seen from table 11 below:

No.	Channel	Afisiensi (%)	Benefit (Rp/Kg)
1.	I	38,25	22.681
2.	II	24,83	18.452
3.	III	22,20	33.039
4.	IV	14,75	8.202

Source: primary Data after being processed

Table 11. The Efficiency and Profits of Fresh Marine Fish Marketing Channels in Pangkep Regency .

Table 11 above, shows that income against the marketing of fresh marine fish on channel III Rp. 33.039/kg with 22.20% efficiency level, whereas the lowest income is on channel IV Rp 8.202. Existence of assessment the level of efficiency of product marketing of fresh marine fish to find out which channels more efficiently by getting the level of larger profits, although in theory say that the short marketing channels is a efisien, but in this study was obtained that an efficient channels are channels that generate higher profit level.

VI. CONCLUSION

In this research, after, had acquired some of the results of the study through a the approach to cost analysis, margins and earnings in a matrix so that it can be concluded while is as follows:

- Costs, margins and income level each of the different marketing agencies.
- The level of earned income marketing agency different from each other.
- The efficiency of marketing results of production agriculture and fishery through marketing channels.
- The high margins of marketing every channel is affected by the activities of the marketing functions.
- Marketing function affects the level of product quality and increase the volume of sales.

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