
Catch Fisheries Production Supply Chain For Fish Consumption In West Aceh The Hinterland Communities

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Abstract. One of the main ingredients in community resilience is fish ,where the high and low level of fish consumption is influenced by the distance to the fish landing center.West Aceh Regency has an inland area with a geographical structure of the area that stretches from the sea to the mountains.Study of fish supply chains to inland areas in Pante Ceremen and Sungai Mas sub-districts with the aim of knowing some levels of supply,types of fish supplied and consumption levels of rural communities.The research method is by surveying with samples of inland communities and analyzed descriptively qualitatively. The results of the analysis show that the fish supply reaches from producers, diluent traders and consumers. The fish supply chain at PPI Ujong Baroh goes to inland areas in the test. Organoleptic including less fresh. The total supply of fish is 45 muge people using motorbikes and tricycles to Pante Cermen and Sungai Mas sub-districts,and 5 traders who are supplied after 13.00 to 19.00 with an average fish price Rp.316000 per kg. The purchasing power of the community ranges from 1-2 kg per household/week,with a family of 3 to 5 people ,the results of the analysis show that the leve of fish consumption in rural communities is still relatively low.

Keywords : Chain,consumption,fish and inland communities

Introduction

Fish is a basic food need of society,from people who live in urban areas to rural villages. As food,fish can be accepted by all communities and all groups,and besides that fish can be consumed by humans at almost all ages except infants whose diet is still depend on mother's milk (ASI). The supply chain system is also different from other commodities,where fish are supplied by fish traders using two or three-wheeled vehcles, tracing roads from the city to the interior. According to Hanafiah and Saefuddin,2012,(1) that the fish trade chain consists of direct, semi- direct and long.

Fishery products consist of capture fisheries products and aquaculture products, where capture fisheries production centers are located in two locations, namely at PPI Ujong Baroh and PPI Kuala Bubon. The level of capture fisheries production in West Aceh Regency is 19,000 tons per year (DKP < 2018). Types of fish from capture fisheries are landed every day except on Friday as the day of abstinence from fishing as stipulated in the laot customary law by the panglima laot of West Aceh Regency (Customary Law, 2017).(2)

The existence of the Ujoeng Baroh Fish Landing Port (PPI) in Meulaboh City is a strategic location in the commodity trading system, where the landed fish directly interact with traders and consumers. The problem of marketing fishery products, when viewed from the law of supply and

demand, shows that a little or a lot of fish production does not show a significant difference to fishermen's income (Sofyan, 2017).

The process of selling fish at PPI is that fishermen or owners of fishing fleets sell fish directly or through toke bench as fishing partners, selling fish to retailers or to collectors and inter-insular traders and exporters. Then the retailers distribute to the community in urban areas, rural areas and outside the district. Fish catches from PPI which have a high selling value, namely reef fish, where the price is higher than other fish, therefore reef fish are mostly sold to areas such as Medan and exported to Malaysia (Jauhari, 2021).(3)

The COVID-19 outbreak, which has become a world pandemic, has caused problems in the supply chain and the level of fish consumption, especially for rural communities. How is the fish supply chain and the level of community consumption in remote areas, while fishery production and fish trade activities continue at PPI Ujong Baroh. Several other areas, as stated by the Director General of Capture Fisheries of KKP-RI which stated that the continuous production of capture fisheries, problems then arise because the fish caught cannot be absorbed by the market properly or there is an oversupply of fish throughout Indonesia. Fish production is available at any time but what does not yet exist is a mechanism or system that can anticipate and deliver to consumers (DITJEN Capture Fisheries, 2021). (4)

Based on the problems above, the researchers conducted a study on the Supply Chain Model of the supply chain of Capture Fisheries Production and the level of consumption of rural communities in West Aceh Regency.

Methods

The time of the research was carried out in May - July 2021. Data were obtained through field surveys using questionnaires, interviews, observations and secondary data, with locations in PPI Ujoeng Baroh and inland areas of Pantee Ceremen District and Sungai Mas District, West Aceh Regency, which were carried out manually. snowball, to traders, fishermen and consumer communities in the interior

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Method of collecting data

The data collection technique in this research is the survey method. The survey method is an investigation carried out to obtain facts from existing symptoms and seek factual information, both about social, economic, or political institutions of a group or an area (Nazir, 2005). The collection technique is through interviews using questionnaires, with two types of data, namely primary and secondary data with the snabaal technique, which was carried out from Mai to July 2021. Data were obtained from 5 retailers who sell fish to remote areas, and 15 community consumers. inland in Pantee Ceuremen District and Sungai Mas District, West Aceh District

Data analysis

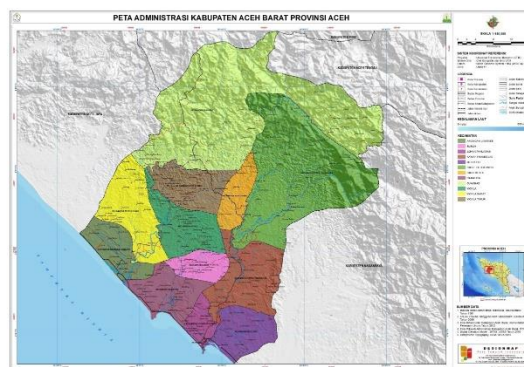
Data processing was carried out in a qualitative descriptive manner through comparative data analysis and supply chain system analysis that took place during the research conditions and analysis of recommendations for improvement in increasing fish consumption for rural communities, through classifying consumption levels as indicators of fish consumption that have consumption figures (KKP, 2016)

- a. Low is the consumption value below less than 20 kg/capita/year
- b. Consumption is moderate at 20–31.4 kg/capita/year and
- c. High consumption above 31.4 kg/capita/year

Results and Discussion

Marketing is an important activity in running a fishery business (because marketing is an economic action that affects the rise and fall of fishermen's income. Production will be in vain if prices are low, then marketing must be good and efficient. Triyanti and Safitri (2012) explain that product marketing is one of the post-production components that need more attention because it is the key to business development. Perishable fishery products require special attention to be marketed. According to Arinong and Kadir (2008) that marketing channels have the task of distributing goods from producer to consumer. The length of the marketing channel will determine the quality of the products marketed, costs, margins and marketing efficiency, as well as income. Fish marketing, especially in small-scale fisheries, often has not reached the ideal conditions.

Good production will be in vain because of low market prices, so high production does not absolutely provide high profits without good and efficient marketing. In general, marketing can be interpreted as all activities carried out by various intermediaries in various ways to convey production results, namely fresh marine fish, from producers to final consumers (Hanafiah and Saefudin, 2006). The amount of marketing profits and marketing costs at the intermediary level is a component in the formation of the final price (retail price) at the consumer level. This will affect prices at the producer level, and can even suppress prices at the producer level because the purchasing power of some consumers is still limited (Noviana, 2003).



Picture. Research sites

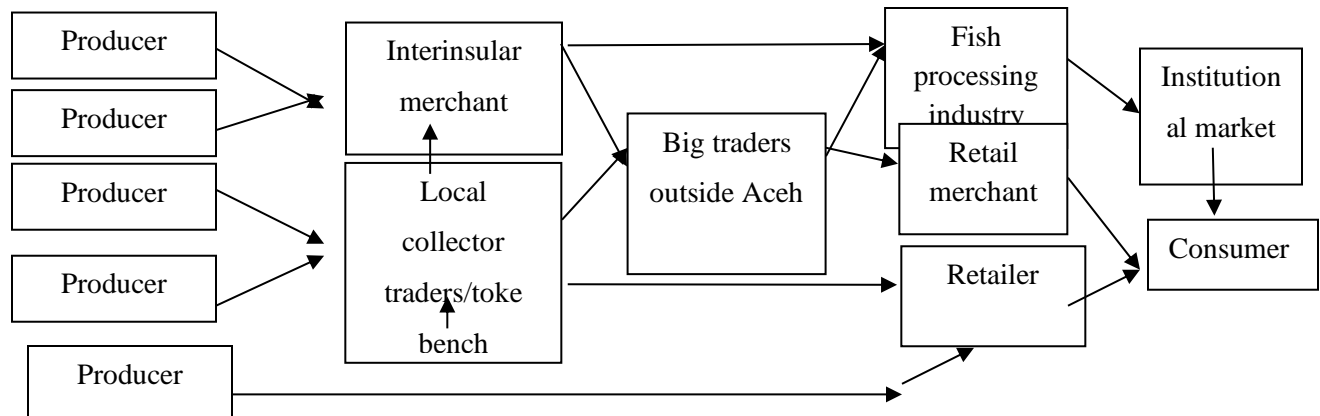


Figure 1. Marketing Pattern for Consumable Fishery Products (Hanafiah and Saeffudin 1986).

Marketing functions are activities that aim to move goods or services from the production sector to the consumption sector (Hanafiah and Saeffudin, 1986). The marketing function according to Mubyarto (1994) is to ensure that buyers or consumers obtain the desired goods at the right place, time and price. Following

The data collection process is divided into three groups, namely the data collection group for target fishermen, the enumerator group for data collection for traders and the third group, namely the data collection group for rural communities. Field observations and collections were carried out in June 2021, at several points in the research area, namely at PPI Ujong Baroh, at the fish market in Sungai Mas and Pantee Ceeremen sub-districts, as well as in rural villages in two sub-districts, namely Sungai Mas District and Pantee Ceeremen District. Due to the circumstances and the development of the situation of Eid al-Fitr, data collection was extended to early June 2021. In accordance with the purpose of this study, that is to trace the fish supply chain to inland communities originating from fish caught by fishermen who landed at PPI Ujeng Baroeh, and so on. traced the level of fish margins that reach rural communities

The distribution of the catch can be carried out on fresh fish catches distributed to traders, households, restaurants, processing companies and other consumers. The catch after reaching the hands of consumers will be used as food for consumption, so it is very important for consumers to know how these food sources are handled and distributed. "Flowing" the catch to other parties can be called the distribution of the catch, while the distribution according to the Decree of the Minister of Marine Affairs and Fisheries Number KEP. 01/MEN/2007 vide Ministry of Marine Affairs and Fisheries (2007), namely a series of activities for distributing fishery products from one place to another from production to marketing. The fish supply chain originating from PPI Ujoeng Baroh, there are several marketing chains in which the fish supply has a short supply chain: namely

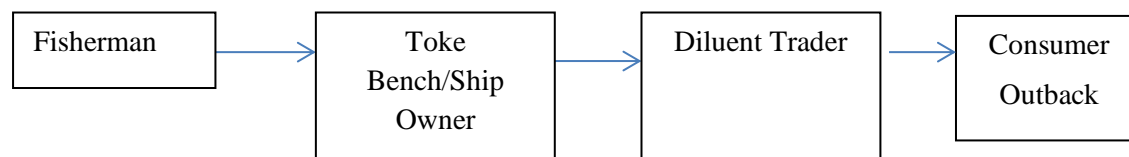


Figure 2. Fish Supply Chain from PPI to Inland

From the picture of the supply chain, where the supply chain is short, but due to road conditions and the distance to the hinterland is up to 70 km, it also affects various components in the trading system. For traders and consumers who supply fish to remote areas, they state that there is no difference in activity during Covid-19 and before COVID-19, where activities continue as usual and do not experience changes, but the purchasing power of the people has decreased as a result of declining people's income.

Fish Trader Characteristics

There are more than 200 small-scale fish traders at PPI Ujoeng Baroh, of which 50 people (Interview with Hasbi, 2021) of whom are heading towards the Pante Ceremen and Sungai Mas sub-districts, West Aceh district, and 5 of them supply fish to the rural village of the sub-district

The results of observations and surveys of researchers to marketing points for fishery products in West Aceh Regency, there are 3 groups of capture fisheries actors in this area, namely:

- a). Wholesalers/inter-regional and export, generally have a container (cool box) as a place to store fish at the fish landing site.
- b). Collector traders. Collectors will sell fish to wholesalers
- c). Retail traders are known as *penggaleh Ungkoet*. At the research location there are 2 groups of *ungkot penggaleh*, namely:
 1. Door-to-door mobile retailers (PPKR), which can be classified according to the vehicle used, namely using motorbikes, going to areas outside the city, using *beca* to go outside the city, third using *beca* selling inside the city and
 2. Sedentary fish retailers (PPIM), namely: fish collectors in PPI and around the Meulaboh City market road and at several national roads, where they regularly sell retail fish every day.

Source processed from Primary data (2021)

The pattern of interaction between fishermen, *toke benches*, traders, collectors and fish traders outside the area (Medan and Sibolga, and several other areas has been patterned and supports each other in carrying out fishery business and fish distribution. However, the pattern of interaction is between collector traders and traders on the mainland. Aceh and the proponents cannot grow the fishery product processing industry in West Aceh, because this pattern is a form of short-term, short-term cooperation which is a form of strong attachment and is only effective for carrying out the fishery product trade chain (zuriat, 2018)The supply chain process to inland fishery products, before reaching the final consumer, requires a series of activities which include: production, information gathering, sorting and grading, transportation, collection, storage, promotion and sales. In the marketing of a product or commodity, according to Limbong and Sitorus (1987) there are three groups that are directly involved, namely 1) producers; 2) intermediary institutions; and 3) final consumers in the fishery sector, which are included in the producer group, consisting of fishermen and fish cultivators.

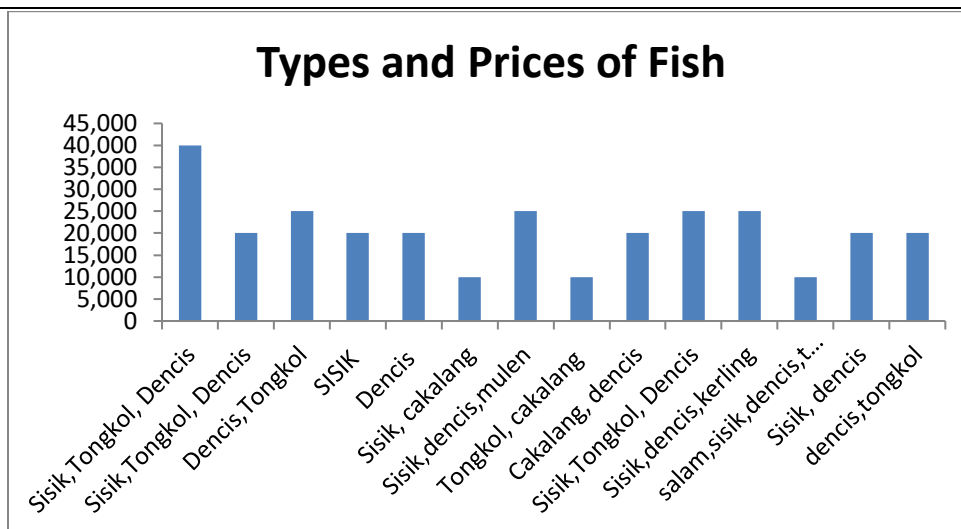


Figure 3. type and price

According to the researcher's observations, the dominant factors in determining the supply of fish to remote areas are the financial position of consumers and the agenda for various celebrations or feasts, which are the price difference between producers and consumers, the amount of which is determined by the purchase price and the selling price. This is influenced by various factors in the trading system, namely the time of purchase and sale, the scale of purchase, the type and quality of fish. The lower the quality of fish, the lower the selling price to consumers and the distance traveled. Villages that are in the interior must spend more money than those living in urban areas.

Sungai Mas Subdistrict is a highway that leads to Pidie Regency, and there are fish markets at 3 points along the highway near the Subdistrict, while Pantee Ceeremen Subdistrict, is a mountain ridge subdistrict where traders, have limitations in routinely supplying them with food. adequate amount.

Inland village consumer data

Based on the results of the study, it was shown that the women who bought the fish, from the muge who came by passing through the streets in the village. Traders go around offering fish by signaling through vehicle horns and stop when the buyer leaves the house or has been waiting, then consumers individually or together with other women ask the price of fish and the type, and transactions occur at prices that have been set by the traders, while the data on some consumers are generally between the ages of 21 to 61 years, who generally buy fish from suppliers are mothers.

Types of fish purchased are generally types of tuna, sardines and partly skipjack and small tuna (sisek). The number of purchases by consumers ranges from 500 grams to 1 kg. Fish traders who sell fish to the sub-districts in the two sub-districts surveyed reach 50 traders, but only 5 traders who bring fish to be sold to inland villages, namely Jambak village in Pantee Ceremen and Lamcong sub-districts in Sungai Mas sub-district, namely 3 people. in Pantee Ceremen District and 2 people in Lamcong Village, Sungai Mas District.

The number of traders can be seen in the following table in rural villages

The quality of fish supplied by traders has decreased in quality, this is because the time of sale is already late in the afternoon and until evening, so that physically the fish has decreased in quality, with ice cooling ingredients mixed into water containing fish.

The information in Figure 1 shows that the fish trading trade system consists of: fishermen, collector traders, wholesalers/inter-island traders, peddlers and fish traders, all of whom carry out fishing and fish trading businesses individually and independently, not yet integrated in the pattern of alliance relations or patterns. business platform relationships that are parented in one company (Kortmann & Piller, 2016), so it is difficult for the business to generate added value and influence the market. Characteristics of actors in the fish supply chain to remote areas, can be categorized into buyer driven business model and trader driven model according to the influence of each business actor

Conclusion

That the fish supply chain to rural areas is still traditional, where fish traders carry out fish sales transactions by offering door-to-door or PPRKR, the supply of fish caught from PPI is supplied to inland areas from 13.00 to 19.00 hours, with the volume of fish brought by traders is between 50 to 150 kg.

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