

Portrait of Marketing Activities in Banjar Raya Fish Auction

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Abstrak

Tempat Pelelangan Ikan (TPI) merupakan wadah bagi nelayan dan masyarakat untuk saling memenuhi kebutuhan. TPI Banjar Raya merupakan TPI tertua di wilayah Banjarmasin yang didirikan sejak 1975. Keberadaan TPI Banjar Raya hanya dimaksimalkan sebagai wadah pemasaran sektor perikanan. Namun, TPI Banjar Raya memiliki potensi lain untuk dikembangkan karena memiliki keunggulan berada di bantaran Sungai Barito. Artikel ini bertujuan untuk mendeskripsikan aktivitas TPI Banjar Raya di keseharian sehingga didapat potensi yang dapat dikembangkan untuk TPI Banjar Raya. Pendekatan kualitatif dengan metode deskriptif digunakan guna memberikan deskripsi utuh aktivitas yang dimaksud. Analisis data interaktif model Miles Huberman dilakukan untuk mendapatkan kejenuhan data serta narasi pada hasil penelitian. Hasil penelitian dideskripsikan bahwa TPI Banjar Raya menjadi central pembelian ikan baik bagi pengumpul maupun pengecer di Banjarmasin. Hal ini dikarenakan harga ikan relatif murah. TPI Banjar Raya mampu menarik minat pembeli sehingga, kawasan tersebut menjadi kawasan pengembangan industri perikanan. Aktivitas yang terjadi di TPI Banjar Raya meliputi dua aktivitas utama. 1) pembongkaran dan pemindahan ikan, 2) transaksi jual beli dan pengiriman ikan dalam dan luar wilayah Banjarmasin.

Kata kunci: Tempat Pelelangan Ikan, pemasaran, dan sektor perikanan.

Abstract

Fish Auction Place (TPI) is a place for fishermen and the community to meet their needs. The Banjar Raya TPI is the oldest TPI in the Banjarmasin region established since 1975. The existence of the Banjar Raya TPI is only maximized as a marketing forum for the fisheries sector. However, TPI Banjar Raya has another potential to be developed because it has the advantage of being on the banks of the Barito River. This article aims to describe the activities of TPI Banjar Raya daily to obtain the potential that can be developed for TPI Banjar Raya. A qualitative approach with a descriptive method is used to provide a complete description of the activity in question. Interactive data analysis of the Miles Huberman model was conducted to obtain data saturation and narration on the results of the study. The results of the study describe that TPI Banjar Raya is central to fish purchases both for collectors and retailers in Banjarmasin. This is because the price of fish is relatively cheap. TPI Banjar Raya can attract buyers' interest so that the area is a fishing industry development area. Activities that take place at TPI Banjar Raya include two main activities. 1) demolition and transfer of fish, 2) sale and purchase transactions, and delivery of fish in and outside the Banjarmasin region.

Keywords: Fish Auction Place, marketing, and the fisheries sector.

PRELIMINARY

Fish Auction Place (TPI) was developed with an indication of the management of the coastal area. However, in South Kalimantan, the city of Banjarmasin is located on the banks of the Barito River. This TPI is known by the name TPI Banjar Raya. The Banjar Raya TPI is the oldest TPI in South Kalimantan. The Banjar Raya TPI was built in 1975. The existence of the TPI is intended to bring together the development of coastal and terrestrial areas that are

capable of supporting different subsectors. This development is certainly oriented to sustainable development so that the community can meet their needs, especially the fisheries sector from time to time (Basri, 2013; Syafruddin et al., 2017).

Even though the activities at TPI Banjar Raya start at 20:00 until 08.00 local times, every day there are always lots of visitors (buyers). Most buyers come to this place to buy good fish for resale, for self-consumption. The main reason for each buyer is the cheaper price of fish compared to traditional markets. The presence of TPI Banjar Raya can meet the needs of community fish for both marine and river fish species.

Specifically for marketing fish, not only in the upper reaches of the river but also in Central Kalimantan. This is because Banjarmasin can sustain the needs of other regions. Banjarmasin, which has regional advantages, has an accessibility that can be utilized by other districts and provinces. Of course, this is not due to no reason, but the advantages of Banjarmasin which is surrounded by rivers and land infrastructure that has done inter-regional marketing (Subiyakto, 2005a, 2005b; Subiyakto & Mutiani, 2019).

It is interesting to see how the activities at TPI Banjar Raya as a center for fisheries' economic development. Although the current conditions are reviewed from the aspect; production, processing, and marketing are still regional, but the potential of the Banjar Raya TPI can be increased. This article aims to describe the activities of TPI Banjar Raya in daily life. This matter is expected to become a reference for an increase in infrastructure to support the fulfillment of community needs in Banjarmasin. Thus, it directly has implications for improving the lives of fishermen, to the traders who depend their lives on TPI Banjar Raya (Abbas, 2008; Norhayati et al., 2020).

RESEARCH METHODS

A qualitative approach and descriptive method are used to describe marketing activities at the TPI Banjar Raya. The selection of approaches and methods is intended to see the condition of natural objects with the main instrument, the researcher (Moleong, 2004; Mulyana, 2001). The research is located at TPI Banjar Raya for video production with an address at Jl. Barito Hulu No. 41, Kelurahan Pelambuan, Kecamatan West Banjarmasin, South Kalimantan. The research subjects were addressed to the main resource persons namely; several fish traders in TPI Banjar Raya and Chair of the Fisheries Service. The data collection technique was carried out in three steps; 1) observations describe how the marketing of fish in the Banjar Raya TPI, 2) interviews with resource persons with in-depth interviews, and 3) documentation in the form of document and picture collection collected by researchers at the Banjar Raya TPI.

Interactive data analysis of the Miles and Huberman model is used to obtain saturated data. Thus, the steps for interactive data analysis are described as follows; 1) reduction of interview data summarized and then reviewed 2) presentation of data in the form of narrative descriptions, and 3) concluding to find meaning from the data obtained. All data is tested for validity by triangulating (source, technique, and time) (Satori & Komariah, 2013; Sugiyono, 2008; Swastha & Irawan, 2008).

RESULTS AND DISCUSSION

The existence of TPI is the main function in fishery activities and is one of the factors that increase the business and welfare of fishermen and fish traders (Syarwani, et al, 2016, p. 69). TPI Banjar Raya is located in the port of the Banjar Raya region. The TPI Banjar Raya is a place for sorting, weighing, buying, and selling sea fish and piling up of loading and unloading areas. TPI Banjar Raya under the insight of the South Kalimantan Provincial Fisheries and Maritime Service, chaired by Mr. Rusdi Hartono, S. Pi, MP. The TPI Banjar Raya was built in 1975, this is natural if the TPI Banjar Raya is called the oldest fishing port in Banjarmasin. Because the port is the first port built and the only port for marine fish in South Kalimantan.

TPI Banjar Raya sells a variety of seafood products, such as sardines, anchovies, squid, shrimp, peda, tuna, and other seafood. The price of the fish depends on the sea weather. When the sea weather is good or allows fishermen to search for fish, the catch is large. But on the contrary, if the weather is bad then the catch is a little. With the small catch of the fishermen, the price of the fish goes up. TPI Banjar Raya functions to support the activities of management and utilization of fish resources, starting from pre-production, production, processing, to marketing. Activities at the TPI Banjar Raya begin from 8:00 to 8:00 pm. Based on observations in January 2019 visitors arrived from 11.00-03.00 WITA.

The making of TPI is intended for retailers. Retailers come from traditional markets in Banjarmasin, as well as from outside the city. This is because the price of fish is relatively cheap. The delivery process is not every day, but periodically. TPI Banjar Raya is central to traditional fish trading. In addition to retailers, buyers can also be found for personal consumption or sale in restaurants. More and more buyers at the Banjar Raya TPI, the area is a fishing industry development area.

The distribution of marketing fish not only in the headwaters area, but the marketing has reached outside of South Kalimantan. Areas outside South Kalimantan such as Central Kalimantan, which includes Palangkaraya, Kapuas, Sampit, Buntok, and Muara Teweh and

East Kalimantan in Balikpapan. Fish delivery is usually by lands, such as used trucks, pickups, and motorbikes depending on the intended distance. Delivery using pick up can reach 1.5 tons or 1,500 kg depending on demand. Before the fish reaches the retailers or consumers, there are stages of activities that were passed before. Specifically, the following description of TPI Banjar Raya's activities includes two main activities.

First, demolition and transfer of fish are carried out starting when the ship arrives at the port of Banjar Raya, fish should be dismantled immediately and raised to shore. Demolition must be done carefully so that the catch does not experience physical defects during unloading. Demolition of fish is done at night. Done at night aims to avoid the sun's heat which can accelerate the process of decay. This is because fish brought by collectors from fishermen to the Banjar Raya TPI in a frozen state are made in a freezer on the ship. Next is the transfer of fish using a fish basket.

The basket in the TPI Banjar Raya serves as a container for landed fish. The basket used at TPI Banjar Raya is made of plastic. As for the strengths of the basket, including the plastic material makes it sturdy and strong to hold heavy items. Fish that are already in the basket are then put back into the cart. Below is a picture of the transfer of fish from a sailor ship to a cart.

Picture 1 Transferring Fish into a Cart



(Source: personal documents taken on March 23, 2019)

Second, buying and selling and shipping fish transactions. This activity concerning buying and selling is one way that humans use to fulfill their livelihood. Transactions that occur at TPI Banjar Raya are conducted openly during bargaining activities. Bargaining is an activity carried out by the seller and buyer to determine the price of an item. This is usually done in the market, including at TPI Banjar Raya. The process is carried out by offering merchants to retailers or consumers. After there is a mutual agreement regarding the price, the sale and purchase will continue. The fish the retailer or consumer buys are weighed in units per kilogram.

Buying and selling fish wholesale system is more dominated at TPI Banjar Raya. This activity is considered more practical and does not bother the seller. The sale is also carried out by fishermen directly and not through intermediaries of other parties. Fishermen can directly sell their catches to collectors at a fixed price following market prices. The transaction process between fishermen and fish collectors begins at 2:00 a.m. The auction was opened because the fishermen had begun to dock at the port that had been provided by the auction party. Transactions carried out sometimes extended until 8:00 a.m. This is so that retail buyers who enter and order the caught fish. Transaction routines that are directly involved in fish selling activities are starting from fishermen as catchers and then sold to collectors. Then, the collector completes the catch and then sells it to retailers who will sell more widely.

With regard to shipping, fish is part of marketing activities to facilitate the delivery of products to the destination. Shipping includes the Hulu Sungai areas (Rantau, Kandangan, Barabai, Amuntai, Balangan to Tabalong) areas. Besides, shipments also reach the Central Kalimantan region, especially Kapuas. The preparation of the shipment is carried out after the purchased fish are weighed. After weighing, the fish is put in a Styrofoam Box. Styrofoam Box is a container that is used to store fish in low temperatures, aka cold. A Styrofoam box is used for the fish delivery process, which aims to preserve fish so that fish that are brought to a particular destination does not rot quickly. For the process of sending fish usually by land, including using pick up. Large quantities of fish sent weighing 1.5 tons. The limitation on the number of fish sent is expected to be able to maintain the safety of driving to fish distributors from TPI Banjar Raya. The following is a picture of the fish shipping preparation process:

Picture 2 Transporting fish into the pick-up



(Source: personal documents taken on March 23, 2019)

The two activities above generally describe how marketing activities occur at TPI Banjar Raya. The marketing concept at TPI Banjar Raya as part of the socio-economic existence in satisfying the needs and desires of consumers. At TPI Banjar Raya, the social and

managerial processes involved businesses to get what they need and want by creating, offering and exchanging products with other parties (Amiruddin, 2014; Kotler, 1997). Therefore, overall the activities taking place at TPI Banjar Raya can be concluded that fishermen and collectors can determine the price, promote and distribute the fish sold to buyers (Basu & Irawan, 2008).

CONCLUSION

Banjar Raya Fish Auction Place (TPI) is a fish auction place located as a fish port. TPI Banjar Raya is central to fish purchases both for collectors and retailers. This is because the price of fish is relatively cheap. TPI Banjar Raya can attract buyers' interest so that the area is a fishing industry development area. TPI functions to support activities in the management and utilization of fish resources, especially marketing aspects. Fish marketing in TPI Banjarmasin is not only to reach the head of the river but also to Central Kalimantan. Activities that occur at TPI Banjar Raya include two main activities, namely; dismantling and transferring fish and buying and selling fish transactions. The whole activity starts early in the morning ie the fish begin to be imported by fishermen until it is bought at 08.00 local times. The existence of TPI Banjar Raya helps meet the needs of the community in the field of fisheries.

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