Distribution Analysis of Smoked Skipjack Tuna *(Katsuwonus Pelamis)* in Small Medium Enterprises (Smes) Gorontalo Regency

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Abstract: *The purpose of this study was to determine the marketing margins and efficiency in Anugerah UKM and Khairunisa UKM in Gorontalo Regency. Sampling by purposive sampling. This research uses descriptive and qualitative data. The data obtained were collected, then reduced and concluded. Systematic data collection techniques to facilitate researchers in obtaining conclusions. Marketing Distribution Analysis of Smoked Skipjack (Katsuonus Pelamis) in Small and Medium Enterprises (UKM) in Gorontalo Regency. The process of distributing smoked skipjack tuna to SME Anugerah and SME Khairunisa only processes and directly markets smoked skipjack tuna directly to consumers by means of each fish after being smoked directly transported to the market using a car and marketed to every market visitor. The results of the marketing margin for UKM Anugerah show that the profit from the sale at the auction takes a profit of Rp. 2,000, UPI of Rp. 5,000. Meanwhile, on the marketing margin of Khairunisa UKM, the profit from the auction is Rp. 1,000, UPI is Rp. 2,750. The marketing efficiency in Anugerah UKM and Khairunisa UKM has met the requirements because it is <5%.*

Keywords: *distribution, maergin, marketing, smoked fish.*

INTRODUCTION

Gorontalo Province is one area that has great potential in the field of fisheries and marine affairs. One of them is skipjack tuna (Katsuwonus pelamis). From 2009 to 2010, the total production reached 7,609 tons (DKP Gorontalo, 2011 in Ibrahim et al., 2014). Skipjack tuna fishing in Indonesian waters can be carried out every year and the results obtained each year differ from season to season and vary from the location of the catch (Fausan, 2011 in Ibrahim et al, 2014).

Fish is a food item that quickly decays, because fish contains protein (18-30%) and water is quite high (70-80%) so that spoilage bacteria develop quickly, especially fish in a fresh state so that fish needs to be preserved (Onu et al. .,2017).

Preservation of fish consists of salting, drying, curing, smoking, fermentation, canning and cooling of fish. One way of preservation or a method of preservation is smoking fish, which as a whole is a combination of the process of salting, drying and smoking (Onu et al., 2017).After the fish has gone through the smoking process and has become a product called smoked fish, the product is directly distributed to various market traders and consumers.

Distribution can be interpreted as a marketing activity that aims to promote and facilitate the delivery of goods and services from producers to consumers so that their use meets the required conditions such as type, quantity, price, location, and time required (Heriyanto., 2015).

I. MARKETING DISTRIBUTION CHANNELS

According to Marpaung et al., (2020), distribution channel is a marketing channel owned by a company. The distribution process can be completed or can be sent to various points of sale, namely through the direct sales method or through an intermediary/distributor system. Wholesalers, small traders and retailers so that potential buyers (consumers) can directly access the product. This type of activity model can also be referred to as value delivery. According to (Zahara and Ekbang., 2020) the distribution channel strategy is divided into 4 (four) types that need to be considered, namely:

a.   Distribution channel structure strategy

b.   Distribution coverage strategy

c.   Distribution channel modification strategy

d.   Distribution channel control strategy

The price difference (margin) in the distribution chain of each fishery product processing unit must know the margin or price difference from the process of catching, processing and reaching the consumer, so that the price difference between each buyer consumer, or further processing unit will diversify the product so that it is worth selling high there is no increase in prices.

II. MARGIN CALCULATION FORMULA

According to Oktariza et al., (1996), marketing margin is calculating the difference between the price paid to the first seller and the price paid by the last buyer. To calculate the marketing margin results can use the following formula:

$$MP = Hp - Hb$$

Where :

MP: Marketing Margin

Pr: Selling Price (Consumer) HP: Purchase Price (Auction)

III. FORMULA FOR DETERMINING EFFICIENCY

According to Haspari (2013), to determine the level of fish marketing efficiency using the following formula:

$$Eps = \frac{\square}{\square} x\ 100\%$$

Where :

Eps : Marketing Efficiency Bp : Marketing Cost HE : Retail Price Criteria :

Eps : < 5% means efficient

Eps : > 5% means not efficient

IV. RESEARCH METHODS

The methods used in this study are data collection techniques and sampling techniques. Data collection techniques in this study by doing the following:

1. Interview

This technique is used to collect primary data obtained from the results of going directly to the research location in Small and Medium Enterprises (UKM) Telaga District, Gorontalo Regency through interviews and observations.

2. Observation

Observation technique is a technique of direct observation of the object to be studied and to determine the state of the research location, especially those related to the marketing distribution of smoked skipjack tuna in 2 different SMEs.

V. SAMPLING TECHNIQUE

According to Wahyuni, (2010), purposive sampling is where the sample is selected among the population in accordance with what the researcher wants, so that the sample can represent the desired population characteristics. However, in the case of a group or person as a respondent it cannot be clearly defined.

VI. DATA ANALYSIS

Data analysis used in this research is descriptive and quantitative analysis. Descriptive analysis is a statistic by describing or describing the data collected and making conclusions so that they apply to the public or generalizations. Based on the above theory, descriptive analysis is used to describe the marketing distribution system of smoked skipjack tuna in two different SMEs. Quantitative research is scientific research in a systematic, planned, and structured way towards the parts and phenomena and their relationships clearly from the beginning to the end of the research based on the collection of information data in the form of numeric symbols or numbers. At the simulation stage, the results of this study will generally be accompanied by pictures, graphs, tables, or other displays (Sugiyono, 2010).

VII. RESULTS AND DISCUSSION

Small and Medium Enterprises (UKM) is one of the businesses that is ranked 3rd at the level of Mino and Mono businesses, Anugrah UKM in Hulawa Village, Telaga District, Kab. Gorontalo, this UKM is engaged in processing smoked fish with raw materials obtained from the waters of Bone Bolango. This gifted smoked fish processing UKM was founded in 1982 by Mr. Edi Supo, then continued by Mr. Samsudin Djafar in 2005 until now.

The Small and Medium Enterprises (SMEs) in Duluhupa Village, Telaga District, Kab. Gorontalo this business was founded in 1996 who founded the business, namely Mrs. Lisnawati Musolah. Before this effort, the fish that were brought down from the beach were quickly damaged because the lake area was far from the coast, so Mrs. Lisnawati had the initiative to make a smoked fish preservation business and until now the smoked fish made by Mrs. Lisnawati has been known in the market.

➢ the existing market in the area, this business is called UKM Khairunisa.

VIII. PRESERVATION

Preservation is an activity carried out by humans to preserve food so that it is not easily damaged and decreases in quality. The fish preservation process aims to reduce the water content in the fish's body, so that bacteria are not easy to breed (Suprayitno, 2017).

Preservation in UKM Anugerah is one of the SMEs that still carry out preservation by means of traditional smoking, to inhibit the rate of the process of spoilage in fish, this is done because the smoking

process does not require large costs and also traditional smoking is a preservation process that is easy to use. do.

It is the same with the preservation of Khairunisa SMEs which carry out preservation in the traditional way because generally the preservation process by fumigation is simple in stages such as washing to the fumigation process.

IX. PACKING

➢ The smoking process in UKM Anugerah

The smoking process uses the traditional smoking method using hard wood, namely lamtoro because this wood can produce more smoke and a distinctive aroma.

➢ The smoking process in Khairunisa UKM is:

This smoking process uses the same method as that carried out at UKM Anugerah, namely traditional smoking, using hard wood, namely lamtoro, this lamtoro wood itself consists of two types, namely lamtoro which is hard on the heart of the wood, and soft on the bark. . Based on this type, the two SMEs chose lamtoro wood, which has a hard texture, so that this wood can produce coals and smoke that fumigation aims as follows:
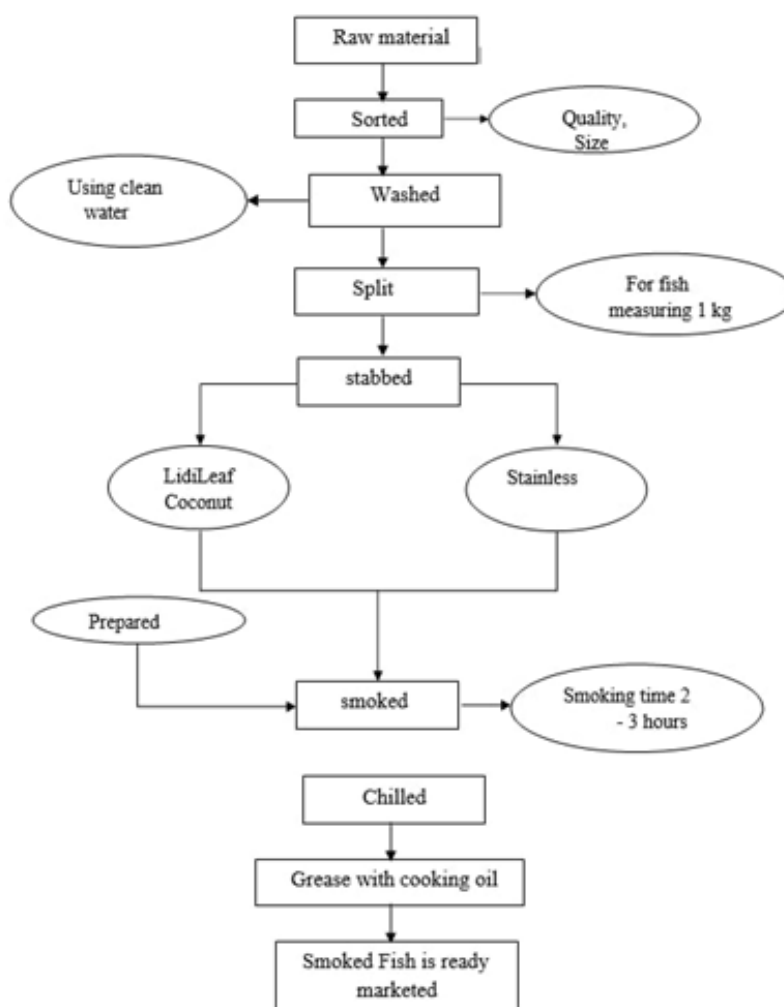

Figure 4.1. Smoked Fish Processing Procedure Source: Personal Documentation

X. DISTRIBUTION CHANNEL

The distribution channels carried out in the two SMEs are almost the same where this distribution channel is simple for SMEs. Product awards from producers go directly to consumers without going through intermediaries or distributors, while distribution channels for Khairunisa SMEs start from producers through intermediaries (traders and collectors) then go directly to consumers.

XI. MARKETING MARGIN

No	SMEs	LEVELS	Purchase Price (Rp)	PriceSell (Rp)	Margin (Rp)	Cost (Rp)
1	Award	Auction	8,000	10,000	2,000	3.00
		Management Unit Fish (UPI)	10,000	15,000	5,000	7.00
2	Khairunisa	Auction	3.750	4,750	1,000	1.50
		Management unit Fish (UPI)	4,750	7,500	2.750	2.50

Source: 2021 primary data

Based on the marketing margins from the second table of smoked skipjack SMEs above, starting from the auction route to the fish management unit (UPI), the research data explains that at Anugerah UKM the auction margin level is Rp. 2,000/head, and the marketing margin is at Rp. fish processing unit (UPI) of Rp. 5,000/head. Meanwhile, the margin for SME Khairunisa is slightly smaller, where the marketing margin at the auction level is Rp.1,000/head, and the marketing margin for the fish processing unit (UPI) is Rp. 2.750/head.

XII. MARKETING EFFICIENCY

According to Widiatuti, 2014, marketing efficiency is seen in the long and short distribution of products where the longer the marketing chain, the less efficient it is. Based on the results of research conducted, the level of marketing efficiency of each SME is different.

Channel	BP (Rp/head)		HE (Rp/head)		Efficiency (%)	
	Auction	UPI	Auction	UPI	Auction	UPI
SMEs A.	300	700	10,000	15,000	3	4.66
SMEs K.	150	250	4,750	7,500	3.15	3.33

Source: Primary Data, 2021

Based on the data in the table above, it can be seen that the marketing of smoked skipjack tuna in UKM Anugerah has an efficient value from the auction, which is 3% for the UPI of 4.66%.

And at UKM Khairunisa, the auction efficiency value is 3.15% and UPI is 3.33%. This shows that the two marketing channels in the two SMEs can be said to be efficient because the average value is below 5%.

XIII. CONCLUSION

The fish marketing margin in UKM Anugerah is IDR 5,000/head and UKM Khairunisa IDR 2,750/head, while the level of marketing efficiency in UKM Anugerah is 4.66% and in UKM Khairunisa is 3.33%. <5%.

XIV. REFERENCES

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