Abstract
Marketing has an important role in an economic system through product distribution chain connecting producers and final consumers. Marketing system will influence product purchasing especially in the matter of type, position and market segmentation. Red snapper fish is the main commodity in East Flores Regency besides tuna, skipjack tuna, and sardines. The research questions are: (1) is the marketing of red snapper fish in the traditional market of Larantuka able to give information for marketing organization in market segmentation and the position toward the choice? (2) Does direct marketing in the traditional market of Larantuka influence consumers to re-purchase the same red snapper fish or trend to buy the same product in the future? Method applied to this research is the survey. Data are analyzed using a descriptive method, market margin and farmer's share. The result reveals that the type 1 market (fishermen and consumers) is the fastest and the cheapest while the highest marketing margin is Rp 30,000,. The highest farmer's share analysis is 62.5% in the type 1 channel. It is concluded that the highly qualified red snapper fish is available for restaurants, food shops, and hotels. The type 1 marketing will influence consumers’ interested in the consumption of fish and fish.

Keywords: Commodity, consumers, marketing, red snapper fish, traders, and marketing.

1. INTRODUCTION

1.1 Background
Utilization of fishery resources, especially marine fishery is still dominated by fishery business which generally has a small-scale business characteristic, simple technology application, limited range of catching around the coast and low productivity. The low productivity of fishermen is caused by the low knowledge and skills and the use of fishing equipment and simple boats. Kabupaten Flores Timur is an archipelagic district rich in fishery resources and most of the people have livelihoods as fishermen.

Basic fishing activities in the area of East Flores Regency is a growing business sector with a rapid rate of increase. The basic fishing, especially the snapper in East Flores Regency, has a good market prospect to fulfill the local market.

Harifuddin et. al. (2011) explains that high production can encourage the implementation of marketing activities involving several marketing institutions. This is confirmed by Ismail et.al. (2008) who said that marketing is an important activity in running a fishing business because marketing is an economic activity that affects the ups and downs of fishermen's income. Production will be in vain if the price of the product is low then marketing should be good and efficient. Fishery products that are perishable require special attention.

Long-term marketing channels will determine the quality of marketable products, margin cost, and marketing efficiency as well as revenue (Aritonang et al., 2008). Lisna and Sofyan (2011) studies indicate that fish marketing margins are not well distributed to all marketing channels. Research Catur Sarwanto et al. (2016) stated that the marketing system of fisherman fish catch in Gunung Kidul Regency has not run efficiently yet. The capture fishery business in Gunung Kidul regency generally sells fish with high economic value but sold the produce in fresh form while the fish with low economic value are sold for local consumption.

2. RESEARCH METHOD

Time and Location Research This research
was conducted at Boru market, Boru village; Epu Tobi market, Epu Tobi Village; Oka market, Lamawalang Village; night market, Puken Tobi Wangin Bao village and Larantuka INPRES market, Kelurahan Pohon Bao, Larantuka Subdistrict, East Flores Regency, East Nusa Tenggara Province. This study uses data taken from sales activities of snapper fish from January to March 2018 which includes sales data, operational data, and other data related to the research.

Data and Data Sources Research data obtained from secondary data and primary data. Secondary data comes from the Central Bureau of Statistics (BPS) data, Fisheries and Maritime Affairs of East Flores Regency, other related institutions, internet, magazines, and newspapers. While the primary data obtained directly from the field through a list of questions with purposive sampling techniques include the conditions of the product form, fish marketing system and marketing channel image that occurred in East Flores regency. Researchers acted as the main data collector of respondents consisting of fishermen, traders/collectors and consumers amounted to 50 people. Determination of research area 3 is done purposively (purposive) with the consideration that an area is a place of sale of snapper directly from fisherman or through trader/collector.

Analysis Method
Analysis used in the form of a descriptive method. Fish price data is collected from January to March 2018. The amount of marketing margin obtained is calculated according to Apriono et. al. (2012), namely:

\[ M = H_p - H_b \]

Where:
\( M \) = Margin marketing
\( H_p \) = price the consumer level (per kg) / Price at consumer level (per kg)
\( H_b \) = price level producers (per kg) / Price at producer level (per kg)

A useful indicator in looking at marketing efficiency is by comparing the price received by the producer/fisherman to the price paid by the end consumer (farmer's share). According to Apriono et. al. (2012) the formula used to calculate farmer's share is as follows:

\[ F = \frac{P}{P} \times 100\% \]

Where:
\( F_s \) = Percentage received by Fisher / Percentage accepted by fishers
\( P_f \) = Price at fisherman level / Price at fishers level
\( P_r \) = Price at the consumer level

3. RESULTS AND DISCUSSION

Fisheries Product Description Total fishery production in 2017 of 14,953 tons with the proportion of capture fisheries is shown in Table 1 below:

<table>
<thead>
<tr>
<th>Number</th>
<th>Fish Type</th>
<th>Amount (ton)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small Pelagic</td>
<td>8,972</td>
</tr>
<tr>
<td>2</td>
<td>Big Pelagic</td>
<td>3,738</td>
</tr>
<tr>
<td>3</td>
<td>Damersal</td>
<td>2,243</td>
</tr>
</tbody>
</table>

Source: DKP Kab. Flores Timur, 2017

The type of fish resources that are captured in 2017 in East Flores are small pelagic fishes of 8,972 tons (anchovies, mackerel, tembang fish, globe fish and others).

Quoted from Catur Sarwanto et. al. (2016) product is the central point of marketing activities that can be in the form of goods and
services. Fishery products are generally marketed in fresh and processed form. Based on the results of observations and interviews with business actors 4 fisheries in East Flores district showed that the production of snapper fish is marketed in the form of fresh and dried.

**Fish Market Marketing Conditions**

In East, Flores District do marketing by selling the catch directly from the fisherman to the consumer and from the fishermen to the collecting merchant and then received by the consumer. Determination of prices is determined by fishermen when direct sales from fishermen to consumers based on the cost of purchasing the fuel of the vessel, transportation from the location of fishing to the hands of consumers and the duration of fishing. But if the consumer receives the fish from the merchant's hand, then the price received is determined by the collecting merchant. This is in line with Catur Sarwanto Research et. al. (2016) stating that pricing is determined by collecting merchants together with TPI officers if the fishermen objected then the TPI officers will negotiate with the collecting merchant.

Retailers are merchants selling directly to consumers. There are 2 types of residential merchants and mobile resellers. Residential retailers generally serve customers in the Larantuka town (Larantuka Inpres market and the twilight market) whereas retailers are moving traders serving local consumers (Boru market for consumers in 2 sub-districts of Wulanggitang and Ile Bura sub-districts; Oka market for consumers in Lewolema and Larantuka Sub-districts, Epu Tobi market for consumers in Titehena and Demong Pagong Sub-districts

**Marketing Channels Marketing**

Channels that occur in Flores Timur Regency are generally divided into 3 types, namely :

1. The Type one, generally done by fishermen and his wife works as a trade retail2.

   1. The second type, the fisherman sells his catch to the collecting merchant then the collecting merchant sells to the retailer. This type sells the product for the local market consumption

   2. The third type, the fisherman sells his catch to the collecting then merchants collecting merchant sell to the restaurant, shop culinary and hotels.

All the type of marketing channel usually has a small sales volume but on holiday sales volume can increase by 100%. The second type of marketing channel is performed by retailers using motorcycles and four-wheeled vehicles. Retailers sell their products in traditional markets but do not meet good quality and have low economic value. The third type of marketing channel for restaurant consumption, culinary stalls, and hotels. The types of fish that are traded are of excellent quality.

**Marketing Margin**

In marketing channel of type one, that is generally done by fisherman and his wife who work in retail merchant trading volume about 10 - 15 kg on an ordinary day with price range Rp. 40.000,00 - Rp. 55.000,00 on weekdays but on holidays usually the volume of sales increases by about 20-30 kg. Marketing margin on marketing channel type 1 is Rp. 15.000,00 per kg.

In the second type of marketing channel, the fisherman sells the catch to the collecting merchant and the collecting merchant sells to the retailer. This type products for local market consumption. Type 2 marketing margin of Rp. per kg. Each Rp. 35.000,00 per kg for collectors and Rp. 15.000,00 per kg for retailers.

Fish marketing channels type 3 include fishermen make sales to collectors, then collectors sell to restaurants. Marketing margins
received by restaurant businessmen ranged from Rp. 20,000.00 up to Rp. 40,000,00.

Based on the results of the analysis, the highest marketing margin is restaurant actors whereas marketing channel type one has the lowest marketing margin. According to Hanafiah et al. (2006), the price of fishery products is influenced by the quality, size, color, and shape of the product. The restaurant sets the selling price that has been determined with the cost of processing fish so that the determination of the selling price becomes high.

The analysis of farmer's share is 62.5%, which means that fishermen on marketing channel type one receive a price of 62.5% of the price paid by consumers. This is in accordance with Apriono et. al. (2012) in Catur et al. (2016) which says the shortest marketing channel is the most efficient marketing channel. The lowest farmer's share analysis is 25% which means that in this marketing channel the fishermen only accept the price of 25% of the price paid by the consumers.

4. CLOSING CONCLUSION

The marketing of snapper fish found in the traditional market of Larantuka city can provide information to marketing organizations about consumer needs and demand, market segmentation of snapper products, and attitudes toward the choice of snapper products. The need for snapper in East Flores is quite high in addition to other basic fish such as grouper this is to meet consumer demand for delicious, nutritious and prestige fish meat. For snapper fish that have perfect quality, market segmentation available are restaurants, culinary stalls, and hotels located in the city of Larantuka while low-quality snapper fish have market segmentation in traditional markets that exist every week. Attitudes toward the choice of snapper products can be eaten in the form of processed cooking or marinated / dry.

The marketing of snapper in the traditional market of Larantuka city directly from the fishermen will affect the consumer interest in consuming the snapper because the price is cheaper than buying from the collecting merchant. Consumers will come back for the purchase of types of snapper and there is a tendency to buy the same fish in the future.

Suggestions The availability of today's snapper is not only fulfilled by fishermen in East Flores Regency but also by fishermen from Nangahale Village, Sikka Regency. The Regional Government in this case the Fisheries Department may consider increasing FADs along Gonsalau Bay area through the coastal villages of East Flores so that fish can lay their eggs easily and fishermen do not have to fish far and spend fuel that will result in expensive the price of fish when it comes to the hands of consumers. Provide counseling of fisheries with local wisdom to enable the people to take care of the surrounding sea with full responsibility and awareness for the future of their children and grandchildren.

REFERENCES


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