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Marketing Study of Dry Abalone [*Haliotis asinina*
(Linnaeus, 1758)] in District of South East Maluku

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Abstract

The research held in Village of Revav, District of South East Maluku, Indonesia were aimed to analyse the marketing of dry abalone produced by fishermen in South East Maluku, and to analyse the value of income margin obtained by the stakeholders such as fishermen, gatherers, and wholesalers. The method used in this research was purposive sampling. Marketing chain of abalone started from the fishermen to the consumers were conducted by gatherers and sold to the wholesalers, further sold in Surabaya and other locations. The profit of fisherman, gatherers, and wholesalers were valued IDR 3 178 000, IDR 2 960 000, IDR 8 073 000, respectively. The values of marketing margin of gatherers was 50 % of the purchase price (IDR 200 000 · kg⁻¹), while the wholesalers' valued 58.33 % of the purchase price (IDR 350 000 · kg⁻¹).

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Keywords: Abalone; marketing chain; marketing margin

1. Introduction

Abalone [*Haliotis asinina* (Linnaeus, 1758)] is a snail (gastropods mollusks) which has a high value fishery commodity, particularly in developed country such as Europe and North America. Abalone are consumed freshly or

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canned. In Indonesia, abalones have not been much utilized yet and the utilization is limited in some areas, particularly in coastal areas.

Marine resources are utilized either by fishing or aquaculture (marine culture). Nowadays, the development of marine culture are more focused on culture of high economics value fishes and pearl oysters, while in Indonesia, there are a lot of marine biota which could be developed and have high economics value, for example the abalone *Haliotis asinina*. Abalone culture has prospective future for its benefits either from the culture technology or the marketing.

Kotler (2009) proposed that the marketing was human activity which led to satisfy the needs and desires by exchanging process where the process involved tasks *i.e.*: the sellers have to find the buyers, identifying the buyers' needs, designing the right products, promoting the products, distributing the products, negotiating process, etc. The principle of marketing is the flow of products from producer to consumer. The flow of products could be happened by the role of marketing establishment. The function of marketing channel is absolutely necessary particularly in discerning the price level of each marketing establishment.

Fishery sector in Maluku Province as the excellence sector nowadays has potency of fishery resources distributed in three region of sea-island, namely Sea of Banda, Sea of Seram Tomini, and Sea of Aru and Arafura. In addition, the coastal have much potency of resources that managed by the community, such as abalone, a snail grouped *Haliotis*. Abalone is univalve (one shell) with multifunction holes at shell-side.

In Maluku, abalones are recognized as “*bia mata tujuh*” (seven eyes shellfish) or “*bia telinga*” (ear shellfish) in view of its shape. Utilization of abalone resources are regularly conducted by coastal community. Further, the abalone are dried and marketed to the gatherers in town, and marketed to the wholesalers in Surabaya. Abalones currently marketed are limited to dry abalone in consideration of fact that the interest of wet and fresh abalones is low. It may be caused by the high of investment (many facilities and much costs needed), however, high the selling price, high the risk.

Study related to market and production of abalone in some regions had been conducted in several years (Korpov, et al., 2000; Gordon and Cook, 2004; Kashiwada and Taniguchi, 2007; Fermin and encena, 2009; Neuman, et al., 2010; Mayfield, et al., 2011; Cook and Gordon, 2010; Gordon and Cook, 2014). The prices of abalone from several countries had been reported (Fermin and Encena, 2009; Hauck, 1997; Raemaekers, 2009; Cloete, 2009; Kompas, 2011; Cook, 2014; ECDC, 2008).

Average production of abalone conducted by the fishermen is $3 \text{ kg} \cdot \text{day}^{-1}$ to $5 \text{ kg} \cdot \text{day}^{-1}$ with selling price of dry abalone from $\text{IDR } 300\,000 \cdot \text{kg}^{-1}$ to $\text{IDR } 500\,000 \cdot \text{kg}^{-1}$. The highest production occurs from November to April due to the condition of the waters such as the calmness and tides of waters at those months, thus simplify catching abalones. Capturing process of abalone was conducted twice to three times a week, started from 03.00 to 06.00 am. The research was aimed to analyze the marketing of dry abalone produced by fishermen in South East Maluku, and to analyze the value of income margin obtained by the stakeholders such as fishermen, gatherers, and wholesalers.

2. Material and methods

2.1. Sample determination

Method used in this research is descriptive method with study case which means focusing at certain case intensively and detail in certain time and place (Sukardarrumidi, 2004). Case observed in this research is marketing chain of abalone in District of South East Maluku started from the fishermen to the consumers which conducted by gatherers and sold to the wholesalers. The aspects related with marketing chain are *i.e.* price, cost, profits margin in level of fishermen, gatherers, and wholesalers. Method of sample collection using purposive sampling which have meaning of approaching the respondents related directly to the marketing of dry abalone at Revav Village, District of South East Maluku. Total respondents interviewed in this research are seven persons. The respondents are the fishermen, the gatherers, and the wholesaler amounted four persons, two persons, and one person, respectively.

2.2. Data collection method

Data collected in this research consisted of primary data and secondary data. Primary data were collected by interview directly to the respondents which aimed to know the volume and time of production, costs, selling price of

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