

INTRODUCTION

PENGARUH VARIASI BENTUK PAKAN PADA BUDIDAYA STRUKTUR, PERILAKU DAN PENAMPILAN PASAR IKAN LAUT SEGAR DI KALIMANTAN SELATAN

MARKET STRUCTURE, MARKET CONDUCT AND MARKET PERFORMANCE OF FRESH MARINE FISH IN SOUTH KALIMANTAN

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ABSTRACT

Fresh marine fishes are a perishable commodity, with the locations of fishermen are usually scattered at several distant places. This condition causes a tendency in efficiency system of marketing and possibly creates collusion among the traders resulting high financial loss to fishermen (Yunus, 1984).

The study aimed to analyze market structure, market conduct, and market performance of fresh marine fish in South Kalimantan. This research was done in central area of fish production in Tanah Laut and Kotabaru representing the greatest fishery production. 150 samples of fishermen and 150 samples of traders including essemblers and retailers were taken. The analytical method used table analysis and econometrec (multiple regression).

Results of this research showed that marketing system of fresh marine fishis in South Kalimantan was not well integrated yet with the olygopsony structure.

Keywords : Market structure, Price Transmission Elasticity, Fresh marine fish.

ABSTRAK

Ikan laut segar merupakan suatu komoditi yang bersifat *perishable* (cepat busuk), sedangkan daerah penangkapan ikan nelayan pada umumnya tersebar di beberapa tempat yang saling berjauhan letaknya sehingga cenderung menjadi *in-efisiensi* sistem pemasaran dan terjadinya kolusi antar pedagang yang sangat merugikan pihak nelayan (Yunus, 1994).

Penelitian ini bertujuan untuk menganalisis struktur, perilaku, dan penampilan pasar ikan laut segar di Kalimantan Selatan. Kegiatan penelitian dilakukan di daerah sentra produksi perikanan di Tanah Laut dan Kotabaru dengan jumlah produksi tertinggi. Diambil sebanyak 150 sampel nelayan dan 150 sampel pedagang dari pedagang pengumpul sampai pedagang pengecer. Metode analisis yang digunakan dalam penelitian ini adalah analisis tabel dan ekonometrik (regresi linier berganda).

Hasil penelitian menunjukkan bahwa pasar ikan laut segar di Kalimantan Selatan belum terintegrasi dengan struktur pasar oligopsoni.

Kata kunci : Struktur pasar, Elastisitas transmisi harga, Ikan laut segar.

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