

THE ROLE OF PABALOLANG IN THE MARKETING CHAIN OF FISHERY PRODUCTS AT THE PAOTERE FISH AUCTION MAKASSAR INDONESIA

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Abstract

Despite the growth of marketing 5.0 in the industry 4.0 era, traditional marketing is still a popular option among fishermen in Indonesian coastal waters, one of which is in the Makassar Strait. The traditional method involves using a collector as an intermediary, locally known as Pabalolang, who transports fish from the fishing boat to the sales location using a motorized boat (jolloro). This research aims to determine the pabalolang's function as the connection in the distribution system for fishery products at the Paotere fish auction. A qualitative descriptive analysis using the snowball sampling method carried out over two months was implemented in this research. The findings indicated that pabalolang provided the knowledge and skills required to conduct the marketing process of fisheries products to increase fishery products' selling value. As a result, most fishermen still require the services of pabalolang as the component of the marketing chain for fisheries products.

Keywords: Service Marketing, Traditional marketing, Pabalolang, Sustainability

1. INTRODUCTION

Indonesia is an archipelagic country that has a very wide water area, so it has great fishery potential. Indonesia's fishery potential is among the largest in the world, both capture and aquaculture, with a maximum sustainable yield (MSY) of 67 million tons per year (Yuliana, 2021). One of the largest fish-producing areas in Indonesia is the waters of South Sulawesi, with a catch fishery potential of 18,922 tons (DPP Makassar City, 2023).

The amount of capture fisheries production is largely determined by various elements directly related to production, for example fishermen, fishing gear, human resources, capital, quality, pricing, and marketing systems (Tidore et al., 2011). The marketing system carried out by most fishermen in Indonesia still does traditional marketing of their catch, because fishermen have minimal knowledge of marketing their catch. Therefore, fishermen need someone who has the knowledge and ability to carry out maximum marketing of fishery products known as collectors. These collectors or collectors are tasked with collecting catches from fishermen for later resale.

In the coastal communities of South Sulawesi, especially in Makassar City, these collectors are known as Pabalolang, which is a term for members of fishermen whose job is to transport fish by motorized boat (jolloro) from the fishing location to the selling location (Liyani, 2021).

Pabbalolang are those who are considered to make the fishing fishermen's job easier in terms of marketing, because it is Pabbalolang who functions as a person/intermediary who markets the catch to each group of fishermen.

At first Pabbalolang was one of the institutions in the marketing system which made the marketing chain for fisheries increasingly expensive, but now Pabbalolang has established structural relationships with fishermen in the marketing chain for fishery products. This is because pabbalolang acts as an institution that has an important role in marketing the fishery products of fishermen which are distributed to industry and retail traders at the Fish Auction Place.

The Fish Auction Place is one of the elements of the logistics system chain for captured marine fish products. The fish auction site plays an important role in capture fisheries activities because it is a facility that brings marine fish catchers together with first-tier traders, which is able to drive the economic dynamics of coastal areas (Hertanto et al, 2013). The existence of a fish auction place is actually meant to strengthen the bargaining position of fishermen as capture fish producers. However, in its development, these ideal conditions often cannot be achieved as a result of various cultural, technical, and economic constraints.

One of the fish auction places which is a place for Pabbalolang to market the catch from fishermen is the Paotere fish auction which is in Makassar City. Therefore this paper will explain the role of Pabbalolang in the marketing chain of fishermen's fishery products at the Makassar Paotere fish auction.

2. PABBALOLANG IN INSTITUTIONAL MARKETING

2.1. Pabbalolang

Pabbalolang is someone who works as a skipper or retainer who also works as a fish collector trader and is then tasked with marketing it after collecting it from various fishermen. Pabbalolang is considered a person who is capable and understands the condition of the fish market and has a very good relationship with consumers.

Pabbalolang at the Paotere fish auction is divided into two, namely active Pabbalolang and passive Pabbalolang. Active Pabbalolang is Pabbalolang who goes directly to the fishing grounds, while passive Pabbalolang is Pabbalolang only waiting for the catch from fishermen. Initially, Pabbalolang always landed on the island to buy fish, but over time, Pabbalolang then took the initiative to have his own fishermen by capitalizing on fishermen by providing boats and fishing gear (Liyani, 2021).

2.2. Institutional Marketing

Marketing institutions are business entities or individuals that carry out marketing activities, distribute fishery services and products to end consumers and have networks and connections with other business entities and or individuals to fulfill consumer desires as much as possible (Devi, 2011).

Marketing institutions appear as a result of consumer needs to obtain the desired product according to time, place and form. The role of the marketing agency is to carry out marketing functions and fulfill the needs and desires of consumers optimally. Marketing institutions involved in the marketing process can be identified as collectors, wholesalers, sales agents and retailers (Sumarwan, 2009).

3. METHODOLOGY

This research took place at the Paotere fish auction, Makassar City, and was conducted for 2 months. This location was chosen purposively because it is one of the largest centers of fishing activities in Makassar City. The type of research used in this research is qualitative research. The selection of this qualitative method is intended to be able to study, explain or interpret a case in a society naturally, as it is, and without any intervention from outsiders (Harini, 2012).

Respondents in this study were fishermen who worked as catchers of marine products and Pabbalolang who served as collectors of fish catches from fishermen at the Paotere fish auction, Makassar. Data collection used snowball sampling, where sampling was based on interviews and correspondence with respondents who had complete data according to research needs (Sugiyono, 2013). The data used in this study are primary and secondary data.

Primary data collection was carried out directly to the field using observation techniques by conducting direct interviews with fishermen and Pabbalolang, while secondary data was obtained from relevant institutions or agencies that were relevant to this research, namely from the Makassar City Maritime Affairs and Fisheries Office and the City Statistics Center, Makassar, as well as sharing other internet sites.

The data analysis method used in this research is descriptive qualitative analysis using a Likert scale. The Likert scale is used to determine the role of Pabbalolang in the Paotere fish auction, Makassar. The Likert scale is a measurement scale developed by Likert (1932) to measure attitudes, opinions and perceptions of a person or group about social phenomena. The criteria for the role of Pabbalolang in TPI Paotere can be seen in Table 1.

Table 1: Criteria for the role of Pabbalolang in the marketing chain of fishery products at the Paotere fish auction, Makassar

No.	Category/ Score	Criteria
1.	Definitely = 5	Pabbalolang takes directly all the catches of fishermen in the fishing ground, before the ship docks at the Paotere fish auction.
2.	Probably = 4	Fishermen sell all their catch to Pabbalolang at the Paotere fish auction site, Makassar
3.	Possibly = 3	Only part of the catch is sold to Pabbalolang
4.	Probably not = 2	No catch is sold to Pabbalolang
5.	Definitely not =1	Pabbalolang became a competitor in selling catches

The data that has been analyzed with a Likert scale is then calculated for the correlation between each statement and the total score using the Product Moment correlation formula, which is a single correlation technique used to find the correlation coefficient between one interval data and another.

Likert scale formula is:

$$T \times P_n$$

where T: Total respondents who voted

P_n: Choice of Likert score numbers

In order to get the results of the interpretation, the highest score (X) and lowest score (Y) for the assessment item must first be known with the following formula:

$$\text{Index Formula \%} = \frac{\text{Total Score}}{Y} \times 100\%$$

4. RESULT AND DISCUSSION

4.1. General Condition of the Paotere Fish Auction, Makassar

The fish auction is a place for auctioning catches, where a meeting occurs between the seller and the buyer. The Makassar Paotere fish auction is located at Jalan Sabutung 3, Ujung Tanah District, Makassar City, South Sulawesi, has a land area of 1,800 m², with coordinates 119024'30 "East and 506'19" South Latitude. TPI Paotere Makassar is one of the Regional Technical Implementation Units (UPTD) which is directly responsible to the Makassar City Agriculture and Fisheries Office.

The activity of auctioning fish at the fish auction is one of the activities at a fishing port which is included in the group of activities related to landing and marketing of fish (Sinaga et al., 2020). At the fish auction there is a price bargaining process between sellers and buyers, so that it can be said that this place acts as a marketing place for fish catches obtained from fishermen (Dien et al., 2022).

4.2. Fishery Product Marketing Chain at Paotere Fish Auction, Makassar

The marketing chain for fishery products at Paotere fish auction Makassar is still relatively simple and limited, so for the future, the existing system needs to be developed and modified. The marketing of fishery products in small-scale fisheries often does not reach ideal conditions. This occurs due to the mastery of marketing channels by some fishery actors (Sarwanto et al., 2014).

The results of the research showing the marketing chain for fishery products at Paotere fish auction Makassar are presented in Figure 1.

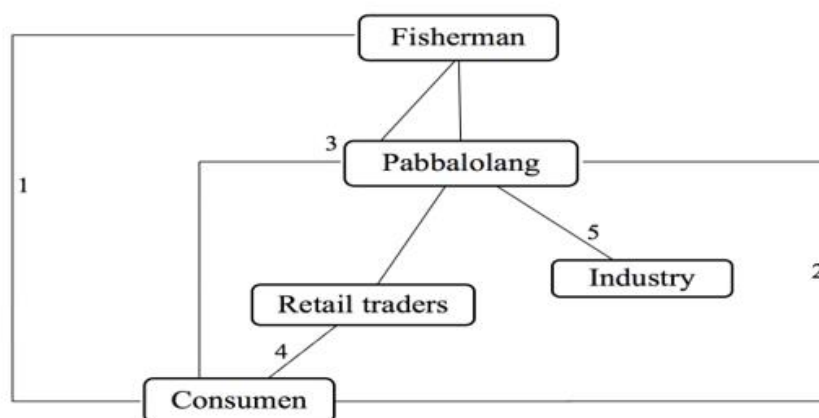


Figure 1: Marketing Chain for Fishery Products at Paotere Fish Auction, Makassar

From Figure 1 it can be seen that the marketing chain that occurs at Paotere fish auction is as follows:

1. Pabbalolang – Consumen (20%)
2. Fishermen – Consumen (15%)
3. Fishermen – Pabbalolang – Consumen (40%)
4. Fishermen – Pabbalolang – Retailers – Consumen (15%)
5. Fishermen – Pabbalolang – Industry (10%)

From the chain above, it can be explained that there are several channels of the marketing chain for fishery products at Paotere fish auction. There are two shortest channels obtained from the results of this study, namely on channel 1 where Pabbalolang goes directly to the final consumer and channel 2 where fishermen go directly to the final consumer. Basically, the shortest marketing channel is the distribution chain that gets the most profit, because it doesn't go through marketing institutions (Liyani, 2021).

The most dominant marketing chain is found in channel 3, where fishery products from fishermen are first distributed to Pabbalolang and then distributed by Pabbalolang to the final consumer. This indicates that Pabbalolang has an important role in the marketing channel of fishery products at Paotere fish auction.

4.3. The Role of Pabbalolang in the Marketing Chain of Fishery Products at Paotere Fish Auction, Makassar

Pabbalolang is someone who works as a marine collector who goes directly to the fishing grounds (fishing ground), then sells them to the fish auction. Pabbalolang generally doubles as a courtier who owns capital and also as a retainer whose job is to lead ships and the process of fishing in the sea. The Matrix of the Role of Pabbalolang active for fishermen as a marketing chain for fishery products can be seen in Table 2.

Table 2 shows that there were 6 respondents who said that Pabbalolang played a very important role with a point value = 5, 3 respondents said Pabbalolang played a significant role with a point value = 4, 1 respondent said that Pabbalolang had a role with a point value = 3, and no respondents said that Pabbalolang did not really play a role and did not play a role.

Table 2: The Matrix of the Role of Pabbalolang active for fishermen as a marketing chain for fishery products

No.	Category	Score	Total Respondents	Percentage (%)
1.	Definitely	5	6	60
2.	Probably	4	3	30
3.	Possibly	3	1	10
4.	Probably not	2	0	0
5.	Definitely not	1	0	0
Total			10	100

Furthermore, the score above is calculated using the formula:

$$T \times P_n$$

Respondents who answered Definitely = $6 \times 5 = 30$

Respondents who answered Probably = $3 \times 4 = 12$

Respondents who answered Possibly = $1 \times 3 = 3$

Respondents who answered Probably not = $0 \times 2 = 0$

Respondents who answered Definitely not = $0 \times 1 = 0$

Then the total score of respondents who answered = $30 + 12 + 3 + 0 + 0 = 45$

For interpretation, the calculation score is:

Likert highest score x number of respondents (Y) = $6 \times 10 = 60$

The lowest Likert score x number of respondents (X) = $1 \times 10 = 10$

Then the assessment of the respondents' interpretation of the role of Pabbalolang in the marketing chain of fishery products at the Makassar Paotere fish auction is:

Index Formula % = $\text{Total Skor} / Y \times 100$

$$= 45 / 60 \times 100$$

$$= 75\%$$

With a yield of 75%, it can be said that Pabbalolang's role in the marketing chain of fishery products at the Paotere fish auction is very important. The fishermen really need the services of Pabbalolang to help them do the financing and marketing, therefore they have a special contract or agreement. The fishermen established and strengthened their relationship with

Pabbalolang by agreeing to a pre-agreed agreement, such as not moving to another Pabbalolang to market their fishery products. Similar to the statement of Triyanti et al (2014) that in order to strengthen the survival of traditional fishing communities, the presence of a social network of capital owners is necessary for the sustainability of traditional fishing businesses.

Fishermen also really need services from Pabbalolang for marketing activities of fish catches. In maintaining market price stability, Pabbalolang's role is to market the results of the collection of fish they get to be sold directly to the Paotere fish auction. Fishermen believe that by joining certain Pabbalolang groups, it will make it easier for them to market their catch.

The service from Pabbalolang is a very important role in marketing fishery products, because there will be a price difference when the fishermen themselves directly market their catch to consumers. This shows that by using the services of Pabbalolang, the price of marketed fish catches will be stable. With a stable market price of fishermen's catch, it can be said that the fishermen's income will also be stable. The existence of market stability is indicated that pabalolang provided the knowledge and skills required to conduct the marketing process of fisheries products to increase fishing products' selling value. Therefore most fishermen still require the services of pabalolang as the component of the marketing chain for fisheries products.

5. CONCLUSSION AND IMPLICATION

Pabbalolang has a very important role as a marketing chain for fishery products by maintaining the stability of demand by consumers so that there is stability in market prices which will have an impact on the stable income of fishermen.

Furthermore, special attention is needed from the government so that it can facilitate fishermen and Pabbalolang to be able to increase their knowledge and abilities, such as providing counseling and training on how to provide maximum service to each other to increase their future income.

This study has a limited number and variance of the respondents who come from domestic fishermen at the Paotere fish auction. Therefore, the respondents' enormous numbers and diverse backgrounds may produce different outcomes. Moreover, a deeper exploration also needs more investigation to further investigate the role of Pabbalolang in marketing fishery products at the Paotere fish auction.

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