

**DISTRIBUTION CHANNELS OF KUNIRAN (*Upeneus sulphureus*) FISH
RESULTS IN THE BANYUSANGKA KECAMATAN VILLAGE OF
TANJUNG BUMI, BANGKALAN DISTRICT, MADURA**

**Saluran Distribusi Hasil Tangkapan Ikan Kuniran (*Upeneus sulphureus*) di
Pangkalan Pendaratan Ikan Desa Banyusangka Kecamatan Tanjung Bumi
Kabupaten Bangkalan Madura**

Muhammad Harris Akhyar*, Didik Trisbiantoro

Fisheries Agribusiness Study Program, Faculty of Agriculture, Dr. Soetomo University
Surabaya

Semolowaru Street No. 84, Menur Pumpungan, Kec. Sukolilo, Surabaya, East Java 60118

*Corresponding author: omhar551@gmail.com

(Received April 5th 2024; Accepted August 4th 2024)

ABSTRACT

This research was conducted at Banyusangka Village TPI with the object of research on fish distribution, namely from fishermen, collecting traders, retailers. Data analysis in this research are: non-fixed cost, production cost, marketing margin analysis, profit percentage, marketing cost share, profit share, marketing margin distribution. The results showed that the age level of fishermen was 36-45 years old with a percentage of 45%. The average length of experience of fishermen is 9 to 13 years as a fisherman. The average profit per year is IDR 89,288,571 and profit per month is IDR 3,922,591, large traders are IDR 94,171,667 and profit per month is IDR 7,847,639. Small traders IDR.27,314,267 and profit per month IDR. 2.276.189. Analysis of the marketing margin of Rp.2000, the profit received by fishermen is 1.2%, the marketing cost is IDR.326,883 per month, the distribution of the marketing margin of fish traders is IDR.23,027.

Key words: Distribution channel, Tpi Banyusangka, Kuniran fish (*Upeneus sulphureus*)

ABSTRAK

Penelitian ini dilakukan di TPI Desa Banyusangka dengan objek penelitian perdistribusian ikan yaitu dari nelayan, pedagang pengumpul, pedagang ecer. Analisis data dalam penelitian ini yaitu: biaya tidak tetap, biaya produksi, analisis margin pemasaran, persentase keuntungan, share biaya pemasaran, share keuntungan, distribusi marjin pemasaran. Hasil penelitian tingkat usia 36-45 dengan presentase 45%. Lama pengalaman nelayan rata-rata 9 sampai 13 tahun sebagai nelayan. Keuntungan rata-rata per tahun Rp.89.288.571 dan keuntungan perbulan Rp.3.922.591, pedagang besar Rp.94.171.667 dan keuntungan perbulan Rp.7.847.639. Pedagang kecil Rp.27.314.267 dan keuntungan perbulan Rp.2.276.189. Analisis margin pemasaran sebesar Rp.2000, keuntungan yang diterima nelayan 1,2%, biaya pemasaran Rp.326,883 perbulan, distribusi marjin pemasaran pedagang ikan sebesar Rp.23.027.

Kata kunci: Saluran Distribusi, Tpi Banyusangka, Ikan Kuniran (*Upeneus sulphureus*)

INTRODUCTION

The fisheries sector is certainly able to make a large contribution to the economy. As a country that has vast waters and marine natural resources that are numerous and diverse. In 2021, Indonesia will produce 534,401 tons of fishery production in the East Java sea which will be sold at fish auctions (TPI). Marine fisheries production sold at TPI East Java was 7278.16 tons. However, in reality the fisheries sector in Indonesia has not yet become one of the largest contributors of income to the Indonesian economy. One of them, Bangkalan Regency, is a district on the island of Madura, East Java Province. Bangkalan Regency is located at the westernmost tip of Madura Island which borders the Java Sea, one of the villages in Bangkalan Regency, the existence of a marine economic sector that can be developed from capture fisheries is expected to improve the welfare of the community in Banyusangka Village, Tanjung Bumi subdistrict, Bangkalan Regency, Madura (Fajrin, 2019). Distribution channels are groups of individuals or companies that direct the flow of products from producers to consumers. By distribution channels. It is hoped that this catch can facilitate the fish marketing process by disseminating information at TPI (Aryanti & Maryatun 2016). The better the distribution channels involved in the distribution process of catching kuniran fish in Banyusangka Village, the better the distribution to consumers. Products can reach consumers more widely with the help of the parties involved in the distribution channel for kuniran fish catches because basically the main goal of the distribution channel is the efficiency and effectiveness of the product in reaching certain markets (consumers). In economic activities, distribution channels for catching kuniran fish have a role that is no less important than production and consumption activities. With distribution activities, producers can distribute their products to consumers as perpetrators of consumption activities. It is hoped that each existing research can provide benefits and contributions to related parties in general, and to researchers in particular. Aim: To determine the distribution channel process for catches of turmeric fish (*Upeneus sulphureus*), and to calculate marketing margins.

METHODS

The location of this research was carried out at PPI (Fish Landing Base) in Banyusangka Village, Tanjung Bumi District, Bangkalan Madura Regency, starting from 1 month, namely from August 2023 to September 2023, which has relevance to this research, namely the Bangkalan City Fisheries Service and TPI (Fish Auction Place). Quantitative descriptive research. The population observed in this research were fishermen, fish traders, collectors, wholesalers and processors (factories). Sampling used a purposive sampling method with characteristics, namely: fishermen who anchored, traders (bakul) who took fish from TPI. The data in this research is primary data. This data is obtained from direct observation of objects, such as direct interviews; (a) existing facilities and infrastructure at PPI Banyusangka; (b) PPI Banyusangka activities or operations; (c) physical facilities supporting the activities of TPI Banyusangka fishermen (d) activities of collectors, baskets, retailers and traders and secondary fishermen obtained from the literature, profiles regarding capture fisheries potential, main tasks and functions of the Banyusangka Fish Landing Base, facilities and infrastructure PPI Banyusangka and regarding the development of fisheries in Bangkalan Regency in particular, the analysis in this research consists of respondents such as: age, education, length of experience as well as analysis of operational costs such as: fixed costs, production costs, margin analysis, prices received by fishermen, which is a percentage of profits received by fishermen, Share marketing costs and profit share, Distribution of marketing margin.

RESULT

The job as a fisherman was chosen by the majority of people in Banyusangka village because it is located very close to the coast. Even though it is a very hard job, in general the fishermen only have simple skills, because their work is as a fisherman.

Table 1. Fisherman Respondents Based on Education

Education	Amount	Percentage
Elementary school	13	31 %
Junior high school	17	40 %
Senior high school	12	29 %
Total	42	100

Source: Data processed in 2024

The research results showed that the most common level of education among fishermen was 42 respondents, namely at junior high school level with 17 people with a percentage of 40%, elementary school education with 13 people with a percentage of 31% and high school level with 12 people with a percentage of 29%. So it can be concluded that the most fishermen have a junior high school education level.

Table 2. Trader Respondents Based on Education

Education	Big traders		Small traders	
	Amount	Percentage	Amount	Percentage
Elementary school	0		1	7 %
Junior high school	2	33 %	3	20 %
Senior high school	4	67 %	11	73 %
Total	6	100	15	100

Source: Data processed in 2024

The main indicator in distinguishing large traders from small traders is the scale of their operations. Wholesalers are generally involved in acquiring and distributing goods on a large scale, often maintaining substantial inventory and warehousing facilities to meet the needs of their retail clients (Edwards, 1937) (Reinarts *et al.*, 2019). In contrast, small traders operate on a smaller scale, purchasing goods from wholesalers or manufacturers and selling them directly to individual consumers in smaller quantities. The research results showed that the level of education for large fishermen was 6 people, and for small traders there were 15 people. The highest percentage of small traders has a high school education level with a percentage of 73%. So it can be concluded that the largest number of traders with a high school education level are among the Small Traders.

Table 3. Fisherman Respondents Based on Age

Age	Amount	Percentage
26-35	18	43 %
36-45	19	45 %
>46	5	12 %
Total	42	100

Source: Data processed in 2024

The results of the research were based on age, the most common being aged 36-45 with a total of 19 people with a percentage of 45%, aged 26-35 as many as 18 people with a total percentage of 43%, aged >46 as many as 5 people with a total percentage of 12%. So it can be concluded that the most fishermen aged 36-45.

Table 4. Trader Respondents Based on Age

Age	Big traders		Small traders	
	Amount	Percentage	Amount	Percentage
26-35	1	27 %	7	47 %
36-45	5	83 %	8	53 %
>46	0	0	0	0
Total	6	100	15	100

Source: Data processed in 2024

Research results of respondents from large traders and small traders based on the highest age percentage were 36-45 years old, for large traders the percentage was 83%, for small traders 53%. So it can be concluded that the largest number of merchant respondents aged 36-45.

Table 5. Fisherman Respondents Based on Length of Experience

Length of Experience	Amount	Percentage
4-8	11	26 %
9-13	23	55 %
>14	8	19 %
Total	42	100

Source: Data processed in 2024

The results of the research were based on length of experience, the maximum being 9-13 years with a total of 23 people with a percentage of 55%, 4-8 years of experience with a total of 11 people with a percentage of 26%, length of experience >14 as many as 8 people with a total percentage of 19%.

Table 6. Trader Respondents Based on Length of Experience

Length of Experience	Big traders		Small traders	
	Amount	Percentage	Amount	Percentage
4-8	5	83 %	9	60 %
9-13	1	17 %	6	40 %
>14				
Total	6	100	15	100

Source: Data processed in 2024

The results of the research are based on the length of experience of respondents as large traders as 5 people and small traders as many as 15 people, with the majority having a length of experience of 4-8 years with a percentage of large traders being 5 people with a percentage of 83%, small traders being 9 people with a percentage of 60%.

Table 7. Fishermen's Fixed Costs

Description	Fixed Costs (IDR)
Boat	72.975.000
Machine	62.575.000
Fishing Gear	88.555.952
Hatch/Tak	7.170.000
Ship Paint	54.100.000
Machine Service	26.870.000
Strings	36.740.000
Fixed Cost Amount	348.985.952

Source: Data processed in 2024

Based on the table above, the average fixed costs incurred by fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency in fishing for Kuniran fish in 1 year is IDR 348,985,952.

Table 8. Fixed Merchant Costs

Big traders		Small traders	
Description	Fixed costs (IDR)	Description	Fixed costs (IDR)
Hold	178.333	Hold	175.333
Employee Salaries	18.400.000	Land Rent	2.400.000
Tax	1.400.000	Dues	1.200.000
Average Amount	19.978.333		3.775.333

Source: Data processed in 2024

The average fixed costs incurred by wholesalers are Rp. 19,978,333 while for small traders it is Rp. 3,775,333 per year. Large traders are higher than small traders, this is because for large traders the fixed costs incurred are higher, such as employee salaries.

Table 9. Variable Costs for Fishermen

Description	Fixed costs (IDR)
BBM	470.016.000
Consumption	223.260.000
Drinking water	169.272.000
Cigarette	561.600.000
Amount	1.424.148.000

Source: Data processed in 2024

The average variable cost for fishermen is IDR 1,424,148,000. The highest variable costs for cigarette consumption are because fishermen are active smokers. Meanwhile, the lowest variable costs are for annual drinking water consumption of IDR 169,272,000.

Table 10. Merchant Variable Costs

Big traders		Small traders	
Description	Fixed costs (IDR)	Description	Variabel costs (IDR)
Consumption	20.064.000	Consumption	5.913.600
Drinking water	3.456.000	Drinking water	2.496.000
Cigarette	20.400.000	Cigarette	7.200.000
Average Amount	43.920.000		15.609.600

Source: Data processed in 2024

The average variable cost for fish traders is the highest for large traders with an average value of IDR 43,920,000. This is the highest variable cost for cigarette consumption at wholesalers due to the large number of employees who are active smokers.

Table 11. Total Costs for Fishermen

Fee Type	Total Fee	Average
Fixed costs	348.985.952	8.309.189
Variable costs	1.424.148.000	33.908.286
Total Cost	1.773.133.952	42.217.475

Source: Data processed in 2024

Average costs incurred by fishermen. Fixed costs are IDR 8,309,189, variable costs are IDR 33,908,286 and total costs incurred by fishermen per year are IDR 1,773,133,952. with an average expenditure of Rp. 42,217,475.

Table 12. Total Merchant Fees

Fee Type	Big traders	Small traders
Fixed costs	19.978.333	3.775.333
Variable costs	4.380.000	1.550.400
Total Cost	24.358.333	5.325.733

Source: Data processed in 2024

Average costs incurred by fish traders. The lowest average variable costs for small traders are IDR. 1,550,400, this is because the costs incurred by small traders are low, such as consumption costs for only 1.2 people, but for large traders it is very high, such as employee consumption.

Table 13. Fishermen's Income

Description	Group (IDR)
IDR/Year	89.288.571
IDR/Month	7.440.714
IDR/Trip	248.024

Source: Data processed in 2024

Fishermen's income per year is IDR 89,288,571, monthly IDR 7,440,714 and per/trip IDR 248,024.

Table 14. Merchant Income

Description	Big traders	Small traders
IDR/Year	118.530.000	32.640.000
IDR/Month	9.877.500	2.720.000
IDR/Day	365.833	108.800

Source: Data processed in 2024

The average income of large traders earns an average income of IDR 118,530,000/year while small traders in Banyusangka Village, Bangkalan Madura Regency, earn IDR 32,640,000/year. With a wholesaler's daily income of IDR 365,833 for selling Kuniran fish. Small traders earn an average income of IDR 108,800/day.

Table 15. Fishermen's Profits

Description	Average Profit (IDR)
Income	89.288.571
Total Cost	42.217.475
Profit/Year	47.071.096
Profit / Month	3.922.591

Source: Data processed in 2024

The average annual profit for fishermen is IDR 89,288,571 and the monthly profit is IDR 3,922,591. The obstacles faced by fishermen are other factors such as rain, illness, repairs to fishing gear and boats so that fishermen do not go to sea.

Table 16. Trader Profits

Description	Big traders (IDR)	Small traders (IDR)
Income	118.530.000	32.640.000
Total Cost	24.358.333	5.325.733
Profit/Year	94.171.667	27.314.267
Profit / Month	7.847.639	2.276.189

Source: Data processed in 2024

The average annual profit for a large fish trader is IDR 94,171,667 and the monthly profit is IDR 7,847,639. Small Traders/year IDR 27,314,267 and Profit/month IDR 2,276,189.

Marketing Margin Analysis

Based on the results of surveys and interviews, the selling price of kuniran fish is that it is sold by producers at Rp. 10,000 per/kg, while the selling price to consumers is Rp. 12,000 per/kg.

- a. Fishermen's marketing margin is IDR 2,000 per/kg.
- b. The share price received by fishermen is the percentage of profit received by fishermen in this study, $\text{Rp. } 12,000/\text{Rp. } 10,000 = 1.2\%$.
- c. Fishermen's marketing costs amount to Rp. 18,000, while profits from selling kuniran fish fishermen earn Rp. 326,883 per sale (in a day).
- d. Distribution of marketing margin for fish traders is IDR 23,027.

DISCUSSION

The objects of this research are fishermen, large traders, small traders, with the distribution of fish catches in Banyusangka Village. This research was conducted on 42 respondents who were fishermen, and 6 large traders and 15 small traders in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency. Distribution of questionnaires based on age, education level, length of experience, cost analysis: operational costs, production costs, marketing margin analysis, and distribution channels.

1. Questionnaire results based on age for fishermen with the highest level of junior high school education, with the highest age level for small traders. The highest age level for fishermen is 36-45, the highest age level for traders is 36-45 for wholesalers.
2. Fishermen with a maximum of 19 years of experience as a fisherman to 13 years of experience as a fisherman. Maximum length of experience as a trader is 4 years to 8 years of experience as a trader.
3. The average fixed costs incurred by fishermen from Banyusangka Village, Tanjung Bumi District, Bangkalan Regency in fishing for Kuniran fish in 1 year is IDR 348,985,952.
4. The average fixed costs incurred by wholesalers are Rp. 19,978,333 while for small traders it is Rp. 3,775,333 per year.
5. The average variable cost for fishermen is IDR 1,424,148,000. The highest variable costs for cigarette consumption are because fishermen are active smokers.
6. The average variable cost for fish traders is the highest for wholesalers with an average value of IDR 43,920,000. This is the highest variable cost for cigarette consumption at wholesalers due to the large number of employees who are active smokers.
7. Total cost is IDR 1,773,133,952. with an average expenditure of Rp. 42,217,475, the lowest average variable costs for small traders is IDR. 1,550,400, this is because the costs incurred by small and low traders such as consumption costs for only 1.2 people.
8. Income The average income of Kuniran Fish Fishermen in Banyusangka Village, Bangkalan Madura Regency, per year is IDR 89,288,571, per month IDR 7,440,714 and per/trip IDR 248,024.
9. The average income of large traders is IDR 118,530,000/per year, while small traders in Banyusangka Village, Bangkalan Madura Regency, earn IDR 32,640,000/year. With a wholesaler's daily income of IDR 365,833 for selling Kuniran fish. Small traders earn an average income of IDR 108,800/day.
10. The average profit for fishermen is Rp. 89,288,571 and monthly profit is Rp. 3,922,591.
11. Average annual profit for traders is IDR 94,171,667 for wholesalers and monthly profit IDR 7,847,639. Small Trader IDR 27,314,267 and monthly profit IDR 2,276,189.
12. Marketing Margin Analysis of Rp. 2,000

13. Fisherman's marketing margin is 1.2%.
14. Marketing costs for fishermen are IDR 18,000, while profits from selling kuniran fish fishermen earn IDR 326,883 per sale (in a day).
15. Distribution of marketing margin for fish traders is IDR 23,027.

CONCLUSION

Based on collecting and analyzing the data obtained from respondents, the conclusions in this research are as follows:

1. Research results: Fishermen from Banyusangka Village, Tanjung Bumi District, Bangkalan Regency with the highest number of people aged 36-45 were 19 people with a percentage of 45%.
2. Length of experience of fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency. Average 9 to 13 years as a fisherman.
3. Cost Analysis
 - a. The average fixed costs incurred by fishermen in fishing for Kuniran fish in 1 year is IDR 348,985,952.
 - b. Average variable costs for fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency. amounting to IDR 1,424,148,000. The highest variable costs for cigarette consumption are because fishermen are active smokers.
 - c. The average total expenditure incurred by fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Madura Regency is IDR. 42,217,475.
 - d. Total income The average income of the Kuniran Fish Fisherman group, Banyusangka Village, Bangkalan Madura Regency, per year is IDR 89,2888,571, per month IDR 7,440,714 and per/trip IDR 248,024.
 - e. The average annual profit for fishermen in Banyusangka Village, Bangkalan Regency, Madura is IDR 89,288,571 and monthly profit IDR 3,922,591.
4. Marketing Margin Analysis
 - a. The marketing margin for fishermen in Banyusangka Village, Bangkalan Regency, Madura is IDR 2,000 per/kg.
 - b. The marketing margin for fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency, Madura is 1.2%.
 - c. Marketing costs for fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency, Madura amount to IDR 18,000, while profits from selling kuniran fish for fishermen in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency, Madura earn IDR 326,883 per sale (in a day).
 - d. Distribution of marketing margin for fish traders in Banyusangka Village, Tanjung Bumi District, Bangkalan Regency, Madura amounting to IDR 23,027.

ACKNOWLEDGEMENT

The author would like to express his thanks to:

1. Prof. Dr. Siti Marwiyah SH. MH as Chancellor of Dr. Soetomo Surabaya
2. Mrs. Dr. Kejora Handarini, M. TP as Dean of the Faculty of Agriculture, Dr. Soetomo Surabaya.
3. Mr. Ir. M. Tajuddin Noor, MP as Deputy Dean I of the Faculty of Agriculture, Dr. University. Soetomo Surabaya.
4. Mrs. Ir. Sumaryam, M.Sc., as Deputy Dean II of the Faculty of Agriculture, Dr. University. Soetomo Surabaya.
5. Mr. Ir. Didik Trisbiantoro, MP as Supervisor 1, who has guided and provided input during the writing of this thesis

6. Mr. Rhochmad Wahyu Illahi, S.Pi., M.B.A., M.P., as Supervisor 2, who has guided and provided input during the writing of this thesis. As Head of the Fisheries Agribusiness Study Program, Faculty of Agriculture, Dr. Soetomo Surabaya.
7. Parties who cannot be mentioned one by one who have helped in writing this thesis. Hopefully this thesis is useful.

REFERENCES

- Aryanti, T., & Maryatun. (2017). Pengaruh Penerapan Saluran Distribusi Terhadap Tingkat Pendapatan Pada Pengusaha Keripik Pisang di Kota Metro Tahun 2016. *Jurnal Pendidikan Ekonomi UM Metro*, 5(1).
- Badan Pusat Statistik Kabupaten Bangkalan. (2023). *BPS Kabupaten Bangkalan*. <http://www.bps.go.id> (Accessed August 9, 2023, at 09:00)
- Soeratno, D., & Jan, A. H. (2016). Analisis Model Supply Chain Ikan Cakalang di Kota Manado (Studi Kasus Pada TPI PPP Tumumpa). *Jurnal Ekonomi Manajemen Bisnis dan Akuntansi*, 4(2), 606.
- Fajrin, R. O. (2019). Analisis Tingkat Pendapatan Nelayan di Desa Banyusangka Kecamatan Tanjung Bumi Kabupaten Bangkalan [*Dissertation*]. Malang: University of Muhammadiyah Malang.
- Fatmawati. (2016). Rantai distribusi ikan tangkap di Desa Pohuwato Timur Kecamatan Marisa Kabupaten Pohuwato. *Jurnal Agropolitan*, 3(3), 37.
- Gitosudarmo, I. (2012). *Manajemen Pemasaran* (Edisi Kedua). Yogyakarta:BPFE.
- Indriantoro, N., & Supomo, B. (2002). *Manajemen sumberdaya manusia* (Edisi Revisi). Jakarta: Bumi Aksara.
- Jacky, I. (2021, December 6). Asal usul Desa Banyusangka Tanjung Bumi Bangkalan. Madura City. <https://www.maduracity.com/2021/12/asal-usul-desa-banyusangka.html>
- Kakati, R. P., & Chakraborty, M. B. (2017). Evaluation of Traditional Marketing Channels of Agricultural Produce: Paddy and Rice. *IUP Journal of Marketing Management*, 16(2), 54-69.
- Kusnadi. (2003). *Akar Kemiskinan Nelayan*. Yogyakarta: LKIS.
- Nazir, M. (2002). *Metodologi penelitian*. Bogor: Ghalia Indonesia.
- Marfai, M. A., Raja, L., Sartohadi, J., Sudrajat, S., Budiani, S. R., & Yulianto, F. (2008). Dampak Banjir Rob Terhadap Masyarakat Pesisir di Semarang, Indonesia. *Pemerhati Lingkungan*, 28, 237-248.
- Muninggar, R. (2008). Analisis Supply Chain Dalam Aktivitas Distribusi di PPN Palabuhanratu. *Jurnal Buletin PSP*, 17(3), 350-355.
- Mursaini, N. (2014). Analisis Dampak Pangkalan Pendaratan Ikan (PPI) Terhadap Kondisi Sosial Ekonomi Masyarakat Lhok Timon [*Dissertation*]. Acwh Barat: Universitas Teuku Umar Meulaboh.
- Oktariza, W., Fahrudin A., Muflikhati, I., Kusumastuti, Y., & Antoni, H. (1996). Studi Distribusi Pemasaran Hasil Pemasaran Ikan Laut Dari Pelabuhan Ratu, Sukabumi, Jawa Barat. *Jurnal Buletin Ekonomi Perikanan*, 2(2).
- Purhantara, W. (2010). *Metode Penelitian Kualitatif Untuk Bisnis*. Yogyakarta: Graha Ilmu.
- Purnomo, C. (2018). Pola Saluran Pemasaran Ikan di Daerah Istimewa Yogyakarta (DIY). *Jurnal Bahari Jogja*, 16(2).
- Purnomo, G. (2020). Mengenal ikan kuniran. *Melek Perikanan*. <https://www.melekperikanan.com/>
- Purwanto, & Sulistyastuti. (2011). *Metode Penelitian Kuantitatif*. Yogyakarta: Gava Media.
- Rachma, H., Ghofar, A., & Saputra, S. W. (2015). Studi Beberapa Aspek Biologi Ikan Bawal Hitam (*Para stromateus niger*) Yang Tertangkap Payang di Kabupaten Kendal. *Management of Aquatic Resources Journal (MAQUARES)*, 4(4), 1-9.

- Rahmawaty, A. (2013). Distribusi Dalam Ekonomi Islam: Upaya Pemerataan Kesejahteraan Melalui Keadilan Distribusi. *Jurnal Equilibrium*, 1(1).
- Rosdiana. (2012). Analisis Pendapatan Nelayan dan Sistem Pemasaran Ikan Selar Berdasarkan Musim Dan Alat Tangkap di Kota Palu. Mitra Sains.
- Singarimbun, M., & Effendi, S. (1989). *Metode Penelitian Survei*. Medan: P3ES.
- Sudiyono, A. (2001). *Pemasaran Pertanian*. Malang: Universitas Muhammadiyah Malang.
- Sugiyono. (2009). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sulistiyani, S., & Indah. (2005). Analisis Efisiensi TPI (Tempat Pelelangan Ikan) 1, 2 dan 3 di Jawa Tengah dan Pengembangannya Untuk Peningkatan Kesejahteraan Nelayan. *Jurnal Pasir Laut*, 1(2), 12-21.
- Suratiah. (2006). *Ilmu Usaha Tani*. Jakarta: Penebar Swadaya.
- Suryanto, M. H. (2017). *Metode Riset dan Analisis Saluran Distribusi*. Jakarta: PT. Grasindo.
- Sutrisno, E. (2014). Implementasi Pengelolaan Sumber Daya Pesisir Berbasis Pengelolaan Wilayah Pesisir Secara Terpadu Untuk Kesejahteraan Nelayan (Studi di Perdesaan Nelayan Cangkol Kelurahan Lemah Wungkuk Kecamatan Lemah Wungkuk Kota Cirebon). *Jurnal Dinamika Hukum*, 14(1), 1-12.
- Sutrisno. (2009). Upaya peningkatan Pendapatan Petani Melalui Pemasaran Beras. Kantor Penelitian dan Pengembangan Kabupaten Pati.
- Tjiptono, F. (2008). *Strategi Pemasaran* (Edisi Ketiga). Yogyakarta: CV Andi Offset.