ABSTRACT

The Study of Ornamental Fish Marketing System
In Bogor Rancamaya Holding Ground Agribusiness Centre
M. Harja Supena

Ornamental fish is one of the potential fishery commodities in Bogor city. This business is supported by more than 200 home industries within six Districts in Bogor city. To attract this commodity, Local Government of West Java and Bogor developed a ornamental fish Holding Ground located in agribusiness centre in Rancamaya Bogor. The objective of this Holding Ground is as a hub and primary distribution point for the local fish farmers from within West Java or others.

The Study objectives are to explore: 1). Market structure, market conduct and market performance of ornamental fish in Bogor Rancamaya Holding Ground Agribusiness Centre. 2). Analysing the integration market of ornamental fish at farmers level in Bogor Rancamaya Holding Ground Agribusiness Centre and consumers level in Parung Bogor market of ornamental fish. 3). Analysing the efficiency of ornamental fish marketing system in Rancamaya Holding Ground Agribusiness Centre.

The Study is conducted in Bogor Rancamaya Holding Ground Agribusiness Centre as the producer market and Parung Bogor as the consumer market by using primary data and secondary data. Primary data is gathered based on in depth interview with farmers or fish cultivation, Bogor fishery cooperation, exporters, suppliers, and retailers. Secondary data is gathered from several related industries to this study. Descriptive method and case study is being used in this study. Analysis on structure, conduct and market performance of ornamental fish market is explored with Structure-Conduct-Performance analysis. The integration analysis on market and price transmission elasticity is being analysis using Autoregressive distributed lag model and a simple Linier Regression.

The result of this research is as follow: 1). Ornamental fish market structure in Agribusiness Holding Ground is an imperfect market competition. This is a market behaviour which tends to increase the dependency on fish farmer or fish cultivation with un-elastic price transmission. 2). Low level on market integration in short terms as well long terms. 3). Un-efficient marketing system of ornamental fish in Bogor Rancamaya Holding Ground Agribusiness centre.

Based on study result, several solution alternatives to enhance the marketing system in Bogor Rancamaya Holding Ground Agribusiness Centre are proposed as follow : 1). Increasing human resources quality in Fishery Cooperation of Bogor City as the ornamental fish seed processor in the Holding Ground. 2). Conducting a strategic coordination between Bogor Industrial, Commerce and Cooperation Government Institution, Bogor Agriculture Government Institution, and Bogor City Planning Government Institution for the
The purpose of enhancing the infrastructure of transportation, especially in Bogor Rancamaya Holding Ground Agribusiness Centre, includes improving road conditions.

Key Words: Ornamental Fish, Structure Analysis - The variety of Market Behaviour, Parung Bogor Market, Efficiency Marketing System.