

**THE STUDY OF MARKETING SYSTEM
AT PANGKALAN PENDARATAN IKAN (PPI) MUARA ANGKE JAKARTA**
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Abstract

Fresh fish marketing in producer level is very important agribusiness subsystem. This subsystem influences amount of catching fisheries obtained by fishermen, it also affects payment ability of consumer.

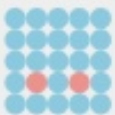
The objective of the study was to analyze the structure, conduct and performance of fresh fish market at Pangkalan Pendaratan Ikan (PPI) Muara Angke Jakarta and analysis market integration PPI Muara Angke and Pasar Bogor. The data analysis was focused on the variables supporting efficiency of marketing system. The study used combination of market, conduct and performance analysis and market integration analysis.

The result of this study indicated that fresh fish marketing was not efficient. This inefficiency was due to : (1) the structure of fresh fish market was oligopsony, (2) the price was determined by wholesaler merchants, (3) the short-term and long-term market integration was low and (4) there was still imbalance distribution of marketing margin, profit and marketing cost.



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