ABSTRACT

Banyumas Regency is a regency that is the main center for producing gourami fish aquaculture commodities in Central Java. Gourami fish production in Banyumas Regency has always increased from year to year. In 2020, gourami fish production in Banyumas Regency was 39,050.37 quintals, then in 2023 it became 40,620.67 quintals. In addition, in 2020, gourami fish production from Banyumas Regency had a production share of 31% of the total production of Central Java. Gourami fish is one of the leading aquaculture commodities in Banyumas Regency. Sokaraja District is the only district that has the largest amount of gourami fish production in Banyumas Regency. This research was conducted in Sokaraja District. The purpose of this study was to determine the marketing pattern of gourami fish and the level of efficiency of gourami fish aquaculture businesses in Sokaraja District.

This study uses quantitative and descriptive analysis. Marketing patterns are analyzed through marketing channels and marketing institutions. The measurement of the level of efficiency of gourami fish marketing uses the structure-conduct-performance (SCP) approach. Sampling of fish farmers was carried out using the purposive sampling method, with the consideration of fish farmers who carry out the type of gourami fish farming, and for marketing institutions using the snowball sampling method.

The results of the study show that there are three gourami fish marketing channels in Sokaraja District. The marketing institutions involved in marketing gourami fish in Sokaraja District are fish farmers, collectors, wholesalers and retailers. The market structure created is an oligopsony market structure at the wholesaler and collector level. The most efficient marketing channel is marketing channel I which has the lowest marketing margin value, the highest farmer's share value, and a revenue cost ratio value of more than one.

Keywords: Gouramy fish, marketing, marketing efficiency, SCP approach.