This research is focused on social representations about fish auction center in fisher community. Social representation is a psychosocial assessment that refers to the outcome and the process of a common sense. Conceptually, the fish auction center is provided by the government to assist the fishers in selling their fishes. The goals of fish auction center are to increase the fishers’ income, as the price controller, and as a place for fishers to selling their fishes. But the goals were not necessarily making the fishers utilize fish auction center optimally. In fact, many fishers prefer to utilize the broker instead of fish auction center. Thus interesting to examine about how the social representation that fishers had about the fish auction center, find out whether there is any relationship between the characteristics of the fishers, the characteristics of fish auction center and the presence of broker with the fishers’ social representations. This is an explanatory research that also looking for words that represent fish auction center in fishers’ way of thought. The words will elaborate the fishers’ common sense about fish auction center.

Key words: social representation, fishers community, fishers characteristic, coastal community, common sense