

# **ANALISIS SISTEM PEMASARAN HASIL PRODUKSI PERIKANAN TANGKAP: STUDI KASUS KECAMATAN TOBELO, KABUPATEN HALMAHERA UTARA**

*Marketing System Analysis for Fisheries Captured Production in Tobelo, North Halmahera Regency*

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## *Abstract*

Fish Marketing in North Halmahera District accomplished dominated by one *stakeholder* (collectors/dibo-dibo). North Halmahera Government hasn't set a policy for fishery products marketing. So it is need marketing policy strategies for fisheries products in North Halmahera District. Catches of product marketing in North Halmahera District made through several channels, namely 1) marketed directly to collectors (Dibo-dibo) to be marketed directly to the market in Tobelo and 2) marketed directly to collectors (Dibo-dibo) and then marketed seller back to retailers and consumers are distributed to the local market inside and outside of North Halmahera district To determine the price of fisheries products, fishers have no power, absolutely pricing by collectors (Dibo-dibo) without the basic price set by the government. In order to overcome the problems of marketing in North Halmahera District, it would require an alternative marketing policy for fishery product. Priority policy strategy for fishery product in North Halmahera are improving marketing infrastructure and facilities (0.341), increased activity of fish auction (0.216), development of market access (0.171), modernization of equipment and fishing vessels (0.169) and the determination of the basic price of fishery products (0.103). With increased marketing and infrastructure facilities, expected activity in fish auction increases and becomes crowded, for the development of market access needs to be done so that the ease of reaching the market can be made shorter. Improving the quality of the quality of the catch should be increased as a growing market, where the quality of the catch is determined when fish caught in certain types of fishing gear, therefore it should be a policy of modernization of equipment and fishing vessels. If the product is good quality, then the fishermen have a higher bargaining position to collectors, so the basic pricing policies of fishery product into the next policy alternative.

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