

Perceptions of Hygienic Fish Marketing Implementation in Klidang Lor 1, Batang Central Java

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Abstract

Fisheries sector in early 2000s experienced a variety of developments, one of them is hygienic fish market system. This market system aims to maintain the quality of the fish caught, but this system is not going well so far. Based on this problem the purpose of this research is to analyze users perception in applying hygienic fish market system in Klidang Lor 1, Batang Central Java. This research uses descriptive method with purposive sampling technique and scoring analysis for analysis instruments. Interview were conducted with 34 respondents consisting of port officer, fisherman, and fish seller. The results show that the perception of users on hygienic fish market system in Klidang Lor 1 has an average score of 60.5%. The main problem in implementation of hygienic fish market system is the facilities which does not meet the requirement for product hygiene criteria. Besides, most users do not understand and adhere to the marketing system. Evaluations and guidances are needed to overcome this problem.

Keywords: Perception, Fish Market, Application of Hygiene

LITERATURE REVIEW

According to Indonesian Fisheries Law No. 45 of 2009, it is stated that fishing ports are places for government activities and fisheries business system activities. According to Suherman et al. (2012), fishing port is an infrastructure to support the improvement of fisheries business, as a center for fisheries community development, as well as the center for various fisheries economic activities such as production, processing, marketing of fishery products and fishing vessel bases.

To support the realization of ideal fish market, one way to accomplish it is by

handling the quality of fish in the marketing process. Based on Topowijono (2018), the implementation of hygiene is mainly comprised of personal, food, and beverage hygiene. Whereas application of sanitation focuses on the environment such as: water, garbage, vector control, and safety and health at work. According to Rejeki (2015) hygiene is a health effort to maintain and protect the subject. Control efforts have several health restructuring factors, that is : a) Place, b) People, c) Equipment and d) Food ingredients.

Klidang Lor 1 hygienic fish market which was established on July 23, 2018 faced some obstacles in the system implementation, such as limited facilities to support the hygienic fish marketing system and ineffective hygienic fish marketing programs. Das et al. (2013) explain that improvement in hygienic fish market conditions starts from increasing consumer perspectives. The purpose of this research is to analyze the perceptions of fish market users in Klidang Lor 1 on implementing a hygienic fish market system.

MATERIALS AND RESEARCH METHOD

Location and Time

This research was conducted in March - May 2019 in Fish Marketing in Lor 1 Field Batang Regency, Central Java

Sampling

This study used observation method to collect the data. Interviews were conducted to the users who used the Klidang Lor 1 hygienic fish marketing site, 34 respondents were selected from port officers, fishermen, fish sellers by purposive sampling. Respondents were people who were directly related to the application of hygienic fish marketing at the research sites. Sugiyono (2015) the meaning of purposive sampling is a technique of determining samples with certain considerations.

Research Desain

The results of the research were found by direct observation to see the real conditions of fish marketing sites and using questionnaires to obtain the required data from respondents. The research design is descriptive because it explains the conditions existed. This research was conducted with the aim of analyzing the perceptions of fishing communities on the fish market in Klidang Lor 1.

Analisis Data

Analysis of the data used in this research is descriptive qualitative which aims to describe variables, symptoms, and perceptions and participation of service users on implementing hygienic fish market system Klidang Lor 1. The steps taken are as

follows:

1. Getting information about fish market activities Klidang Lor 1
2. Getting data about the perception of service users about Klidang Lor 1 fish market.
3. The conclusion of the implementation of the current Klidang Lor 1 fish market is obtained by conducting a descriptive analysis on the results of the acquisition of information and perception data of fish market users in Klidang Lor 1.

The results of the questionnaire were then measured using a scoring analysis by giving scores for alternative answers for each item as follows:

- Score 5 for very good answers
- Score 4 for good answers
- Score 3 for the answer is quite good
- Score 2 for bad answers
- Score 1 for answers is very bad

Interpretation of scores using the formula Sugiyono (2012) the Criterium Score = Scale Value x Number of Respondents, obtained results classifications:

- <20% = very bad application
- 20% - 39% = bad implementation
- 40% - 59% = moderate application
- 60% - 79% = good implementation
- 80% - 100% = very good application

The final value is obtained from the results of the weight calculation (each indicator), grouped into 5 categories based on the achievement of the classification values above. to get the results of each question used a percentage formula Sugiyono (2012).

$$p = \frac{f}{n} \times 100\%$$

explanation:

- P = Prosentase
- F = Frequency of each questionnaire answer
- n = Total of ideal value
- 100 = fixed number

RESULTS AND DISCUSSION

The geographical location of Central Java is in coordinates 6 ° 51 '46' - 7 ° 11 '47 "LS and between 109 ° 40 '19" - 110 ° 03 '06 "BT, the limitations of this research are users who carry out activities in Klidang Lor 1. Asmala et al., (2016) the place of fish auction is one place to stimulate an increase in fisheries business and welfare of fishermen, so that good sanitation conditions in the place of fish auction will have an impact on the quality of fisheries production. The conditions which does not meet hygienic fish marketing system standards are:

1. Facilities which cannot copewith the application of a fish marketing system to meet hygienic fish quality in Lor 1, such as unorganized areas (no specific sorting area, weighing area, and display area). then there is no sorting of tables, canopies, floors that do not tilt toward the sewers, uncovered sewers, doors that are always open, and incomplete sanitation equipment. The lack of clean water supply for sanitation exacerbates existing conditions.
2. There are still user behavior that is not in accordance with the application of hygienic marketing systems such as (smoking, spitting, not using sanitary equipment, unhygienic marketing activities).
3. Another obstacle is the misuse of facilities such as the misuse of jetty for boat parking, transportation parking facilities are not organized, fan coolers are rarely used, and the unorganized fish marketing area.

This condition is influenced by internal and external factors of users. Yuliasari et al., (2013) said that the main factor of the fish marketing process performance was influenced by internal managers and external factors of the users. As well as the inhibiting factors are lack of funds and counseling for service users. Utomo et al., (2007) also states the factors that hinder the achievement of hygienic fish market policy objectives are the limited development funds and the lack of optimal promotion and publication.

Management's efforts in this matter are to improve the facilities and human activities by educating them about hygienic fish marketing programs. In regards of the lack of facilities that meet the criteria for hygienic fish marketing, the managements (Dinas Kelautan dan Perikanan, Batang, central java and Kemetrian Kelautan dan Perikanan) should conduct monitoring and evaluation activities, then make improvements to facilities continuously.

New programs / activities must begin with preparation of priority action plans related to program sustainability. One of them is through the cooperation between government and consortium (national / international private sector), appointment of management officers for fish landings to professionals, and the implementation of blue economic concepts to stakeholders (Zebblon, 2016). The regulation for hygienic fish marketing place itself has been regulated in international regulations, namely Regulation (EC) No. 854/2004 from the European Parliament and the Council, April 29, 2004. Indonesia also has the concept of cleanliness at the fish marketing site, which is on technical instructions from the Direktorat jendral Perikanan Tangkap No. 7 in 2017.

For the perception of service users on the application of the program seen from the existing facilities and activities, that is as follows:

Tabel 1. Calculation results of perception

No.	Description	Score (%)	Information
1.	Building conditions	60	The average perception of service users on building construction is considered good
2.	Wall conditions	61.8	The average perception of service users on wall construction is stated as good
3.	Floor conditions	67,1	The average perception of service users on floor construction is stated as good
4.	Channel discharge conditions	64.7	The average perception of service users on sewers is considered good
5.	Roof conditions	70	The average perception of service users on roof conditions is declared good
6.	Lighting conditions	70.6	The average perception of service users on lighting is stated to be good
7.	Conditions Ventilation and circulation	68.2	The average perception of service users on ventilation and air circulation is stated to be good
8.	Hygienic facilities/ Marketing Support Equipment	41.8	The average perception of service users on hygienic marketing facilities / equipment is stated to be sufficient.
9.	Helper Equipment and Equipment	60	The average perception of service users on auxiliary equipment and equipment is declared good
10.	Sanitary Equipment and Supplies	60.6	The average perception of service users on sanitary equipment and equipment is stated to be good
11.	demolition fish activity	60.6	The average perception of service users on unloading activities is stated to be good
12.	The process of transporting fish	41.8	The average perception of service users on the process of transporting fish is declared sufficient.
13.	Handling of fish	59.4	The average perception of service users on fish handling is declared sufficient.
Average		60,5	

Source: Results of the 2018 research data

Based on table 1, it can be seen that the perception of most hygienic fish marketing service users has a good perception of the facilities provided, but there are perceptions that in hygienic marketing facilities / equipment, transportation processes, handling is considered sufficient. They considered that such equipment (sorting, sinks, toilets, waste management, clean water installations and waste management facilities still not sufficient). And the process of transporting and handling fish market places is still the same as before the place has been renovated.

According to Ursic (2010) in the application of Japanese Tsukiji fish marketing, changing the style of the fish market is a complex problem for various parties, so cultural adaptation is needed for all related groups. Meanwhile, Singh et.al (2012) argues that changes in the correct and hygienic handling of fish are expected to have an impact on the social and economic conditions of fishermen, so that this program can be implemented properly.

The concept of a hygienic marketing system in a fish marketing place in Klidang Lor 1 is in the process of introduction of the program. The initial development was limited by the limited budget from the central government, which can be seen from buildings that were less robust in accordance with the provisions of the Direktorat Perikanan Tangkap. The management effort of Klidang Lor 1 in the application of hygiene product marketing is to maintain, make changes to facilities that are considered important first and maintain the cleanliness of facilities.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Conclusions from the results of the research on the analysis perceptions of hygienic fish marketing implementation in Klidang Lor 1, Batang Central Java are as follows:

1. Klidang lor 1 fish marketing place has facilities and operational conditions that do not support the marketing of hygienic standard fish.
2. The average score of application is 60.5%, and the lowest score is the process of transporting fish and Handling of fish.

Recommendations

The results of the study on the analysis perceptions of hygienic fish marketing implementation in Klidang Lor 1, Batang Central Java can be recommended as follows:

1. It is necessary to hold operational time restrictions on Klidang lor 1 fish marketing place.
2. The socialization was carried out to change the mindset of managers and service users from traditional fish marketing to a place for hygienic fish marketing.

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