

## **ANALYSIS OF SALES, INCOME AND SOCIO-ECONOMICS OF FISH TRADERS IN BOJONEGARA, SERANG REGENCY, BANTEN.**

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### **ABSTRACT**

**Keywords:**

Bojonegara Fish Market, local economy, fisheries, Serang Regency.

Bojonegara Fish Market, Serang Regency, Banten Province, is one of the fisheries activity centers that plays an important role in supporting the local economy. As a strategic facility, Bojonegara fish market serves as a place where fishermen's catches are sold to buyers, be it wholesalers, restaurant owners, or end consumers. The sales mechanism implemented aims to create transparent and fair transactions. This study aims to analyze the role and contribution of the Bojonegara fish market in Serang Regency, Banten, to the local economy and identify factors that influence the market's performance. The research methods used include field observations, interviews, and secondary data analysis from official reports. The results show that Bojonegara fish market functions as a fish trading center with significant contributions to fishermen's income and fish distribution in the surrounding area.

## **INTRODUCTION**

Bojonegara Fish Market, which is located in the Regency Serang, Banten Province, is one of center activity fisheries that have role important in support economy local and regional. As facility strategic, fish market Bojonegara functioning as place in where results catch fisherman for sale to buyer, Good That trader wholesale, owner restaurant, and also consumer end. Mechanism sales applied aiming For create transaction which is transparent and fair, so that price obtained can reflect mark market which are actually.

The existence of the Bojonegara fish market No only facilitate trading efficient fish but also provide impact positive to welfare public coast. With availability facility Supporter like place storage refrigerated, equipment adequate processing and transportation, This fish market is able to guard the quality and freshness of the fish, which in turn increase Power competition product fishery at auction. Besides That, fish market Bojonegara also plays a role in optimize potential source Power fishery local through management Which professional and sustainable.

However thus, market fish Bojonegara Also face a number of challenges, such as fluctuation results catch, change climate, and market dynamics which can influence stability income fishermen. This study aims to For analyze The role and contribution of the Bojonegara market in economy local, analyze sale, income, and social economy public Bojonegara.

## **METHOD**

This study involved conducting a survey on March 9-10, 2024, and May 5, 2024, from 4:00 to 7:00 AM WIB. The interviews took place in Karangkepuh, Bojonegara District, Serang, Banten. The data analysis methods used in this research include both quantitative and qualitative approaches, with data obtained through questionnaires distributed to respondents.

Qualitative research methods are widely used in various fields, especially for exploring experiences from study subjects or informants (Raskind et al., 2019). Qualitative methods focus on the perspectives, experiences, and behaviors of various respondents in a study (Schmieder, 2020). Although qualitative research shares similarities with quantitative research in terms of data acquisition and analysis processes, a key difference lies in the approach to gathering information from informants or subjects, often requiring extensive and in-depth exploration (Turner et al., 2021). Qualitative data collection can involve individual or group interviews, direct observation, or document analysis (Mataji Amirroud et al., 2023).

Quantitative research, on the other hand, typically aligns with a positivist understanding, while qualitative research adopts a naturalistic (phenomenological) approach (Mulyadi, 2011). In quantitative research, data sources such as respondents or documents may not ensure the quality of a qualitative study. Conversely, qualitative data quality is heavily reliant on the researcher's thoroughness in gathering data accurately (Abidin et al., 2023).

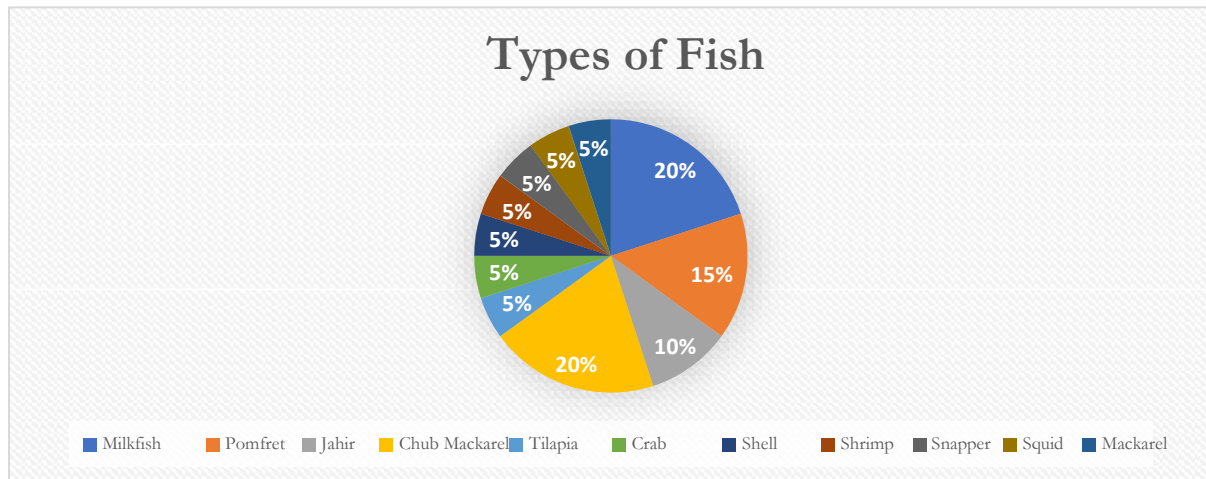
The research method used in this study involved conducting a survey with interviews, sampling a population, and using pre-designed questionnaires as the primary data collection tool. Primary data is original data that has not yet been processed by other parties for specific purposes (Mazwar et al., 2023). Such data reflects the authenticity of the information contained within it.

## **RESULT AND DISCUSSION**

The results of the interviews we conducted at the Bojonegara market regency Attack For know sales, revenue, and social economy public around. Various types of fish are sold for fisheries national can develop, goals following must filled, like objective income foreign exchange, improvement production

fishery in accordance with potential sustainability and support energy, environment life, And objective fish as source protein quality tall (Nurcahyo, 2011).

### Fish Market Diversity



**Figure 1.** Types of fish

The diagram above show that sales at Bojonegara market own diversity Because factored by request and generally the traders avoid loss Which caused by by lack of buyer, presentation the biggest owned by the trader big where own abundant supply accompanied by lots of requests. Types like crabs, clams, shrimp and others who have presentation low generally owned by the trader small.

Trader the intended big is trader yes have capital and large income and accompanied by extensive relations, generally trader big this is accepting request from consumer the industry that will processed return become product new. Trader small Which intended is trader Which own capital and income are not so big and general accept request consumer end and ensure availability food sea fresh in public.

### Selling price and price buy

According to Basu Swasta (2003), price is amount of money exchanged consumer with benefit from own or use products and services. Priceplay a role as determinant main choice buyer. Price is the only one element mix marketing Which produce income, elements other cause cost.

According to Gregory Lewis, as has been quoted by Achmad, price sell is the amount of money that is willing paid by the buyer and willing acceptedby seller. Price sell is mark Which reflected in list price, priceretail, and price is mark end

Which accepted by company as income atan net price. Selling price is summation from price main goods Which for sale, cost administration, cost sale, as well as profit Whichdesired.

Price buy is price Which set based on amount Money Whichgiven at the time buy a goods. Purchase price also called capital. In situation certain, a price purchase (capital) added with cost transportation, transportation, fare or cost other.



**Figure 2.** Selling and buying price

In the previous **Figure 2** own presentation type the largest sold,own range price buy and sell small Because factor scale the economy that big, trader buy and sell the fish direct with the scale that big impact on spending low operational and not need add profit Which more Because sale Which big get profit which is also big.



**Figure 3.** Buying and selling price another fish

On **Figure 3** type Which for sale including Lots and price sell and buyown difference significant price, cause difference price buy and sell different factored by price buy to trader big or fisherman, aspect the arrest that difficult, season availability And retailer Which add price his Forcover operational.

### Income

Income is increase or increase assets and impairment or decrease liabilities company Which is consequence from activity operation or procurement goods And service to public or consumer on especially (Harnanto, 2019). Meanwhile, Sochib (2018) stated that income is flow enter assets Which arise from handover goods / services Which done by a unit business during period certain.

Based on data Which collected from results interview respondents, income fish trader at bojonegara market counted start from the lowest with income Rp. 4,200,000 until with highest with income Rp. 300,000,000 per month. Income This depends to how much Lots buyers who visit and also depend on to How many lots of capital that issued. The more a lot of capital is spent, then the more there are many too Miscellaneous types of fish in the sea that have been purchased and purchased guaranteed its quality, which allow level his income Also the more big.

### Social economy

The social economy, as researcher understand it, refers to a position or status someone holds within a community group, often determined by their type of economic activity, education level, and income. In this discussion on social economy, social and economic factors are frequently analyzed as separate topics based on the outcomes they generate. Key aspects of social economy include

income and wealth distribution, where studies examine how income and wealth are shared across different groups. Additionally, social mobility is often a subject of discussion in the social economy of a region, as well as the role of public policy, analyzing how government economic policies—such as taxes, social assistance, and education—impact society.

The social economy within the Bojonegara fish market, specifically in Bojonegara subdistrict, Serang Regency, Banten, plays an important role in the local economy, especially for the fishing community. Broadly speaking, the social-economic conditions in the area reflect the interaction between the fisheries and industries sectors, which continue to develop over time.

In terms of the social-economic conditions at the Bojonegara fish market, traders play a significant role in the local economy. Here, the market's social economy revolves around fish sellers, who can only sell their catch at specific early morning hours. Traders wait for fishermen to bring in their catch and then resell it to consumers. Sales for these traders typically start from 2:00 am to 8:00 am, or longer, depending on consumer demand and market conditions.

We observe that traders at the Bojonegara fish market are highly active in their field, both as traders and as members of various organizations related to the fish trade. Despite their busy schedules, they still make time to participate in community organizations actively.

Challenges faced by these traders include marine pollution from industrial activities, which presents a significant challenge for fishermen. For traders, the main challenge lies in maintaining good communication with fishermen regarding the catch they will receive. Additionally, fluctuating fish prices at the Bojonegara fish market can create income uncertainty for traders. Infrastructure and facilities provided by the government, competition, and policy support are also factors that impact the market.

Opportunities available to traders include potential value-adding processes by selling processed fish products such as mackerel, milkfish, pomfret, tilapia, and others. There is also the potential for cooperation between markets and partnerships. The greatest opportunity, however, comes from government programs that provide infrastructure, capital assistance, and capacity-building initiatives that can help traders increase their working capital and competitiveness.

The Bojonegara fish market is an essential source of income for traders and fishermen alike, supporting both the fishing industry and local economic growth. However, the development of this center of industry also has a significant impact

on the local environment, particularly in terms of marine pollution. In the social economy of the fish market, traders tend to know each other well, recognizing each other's roles in the market. Spaces used for trading vary, including purchased, rented, government-provided, or even family-inherited stalls. However, these conditions do not hinder traders from selling the fishermen's catch.

## **CONCLUSION**

Based on the results and discussions presented from interviews at Bojonegara Market, Serang Regency. Bojonegara Market shows a variety of types of fish sold, influenced by market demand. Wholesalers tend to dominate sales with large stocks and extensive networks, while small traders focus more on end consumers. Selling and buying prices vary, depending on the scale of the transaction and other economic factors such as season and retailers. The income of fish traders at Bojonegara Market varies greatly, ranging from IDR 4,200,000 to IDR 300,000,000 per month, depending on sales volume and capital invested. The greater the capital used, the greater the income generated.

The market plays an important role in the local economy, especially for fishing communities. Socio-economic aspects include income distribution, social mobility, and the impact of government policies such as taxes and social assistance. Key challenges include marine pollution from industry and fluctuations in fish prices, while opportunities include product diversification and cooperation between markets.

The government has a crucial role in supporting this market through various programs such as capital and infrastructure assistance, as well as through regulations that affect economic and environmental activities. Thus, Bojonegara Market is not only a place to buy and sell fish, but also a local economic center that affects many aspects of the social and economic life of the surrounding community.

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