



MARKETING ANALYSIS OF MUJAIR FISH IN LAMONAE UTAMA VILLAGE, WIWIRANO DISTRICT, NORTH KONAWE REGENCY

La Ode Hamida^{1*}, Ami Nurhayati², Muh. Yasin³, Astil⁴

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari, Indonesia¹

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari, Indonesia²

Sekolah Tinggi Ilmu Ekonomi Enam Enam Kendari, Indonesia³

Corresponding Email: laodehamida1973@gmail.com*

Received: *Reviewed:* *Accepted:*

Abstract

The main purpose of this study is to understand more deeply about the dynamics of mujair fish marketing in Lamona Utama Village, including products, prices, places, and promotions carried out by local fishery business actors. The informants in this study consisted of three people, namely the Village Head, fishermen, and fish collectors who were directly involved in marketing activities. The results of the study show that the people in Lamona Utama Village sell mujair fish to meet their daily needs, with an average catch of 8 to 10 fish per day. The price of fish sold by fishermen varies depending on the size, which is around Rp 25,000 to Rp 30,000 per fish. Meanwhile, collectors sell fish outside the area at a price of around Rp 1,050,000 to Rp 1,200,000 per shipment. In terms of place, fishermen usually sell at local markets, while collectors distribute fish to other areas, such as Kendari City, Konawe Regency, and South Konawe Regency. Promotion is carried out simply through direct word-of-mouth communication by fishermen and collectors.

Keywords: Mujair Fish, Marketing

Introduction

Indonesia, as an archipelagic country with very high biodiversity, has great potential in the fisheries sector, both from direct catches at sea and from freshwater aquaculture (Andriyono, 2018; Henriksson et al., 2019). This potential plays a very important role in supporting the national economy, especially in areas rich in fishery resources such as Sulawesi. One of the areas in Sulawesi that has great potential in the fisheries sector is North Konawe Regency, especially in Lamona Utama Village. In this village, the fisheries sector is the main source of livelihood for the community, with mujair fish as the main commodity that dominates fishery production.

Lamonae Utama Village is famous for its abundant mujair fish, making it the center of mujair fish distribution in the North Konawe area and its surroundings. This potential is promising for village communities in terms of increasing welfare and income. However, despite this great potential, there are still significant obstacles in terms of improving the welfare of fishermen. Although mujair fish resources are very abundant, the welfare of fishermen has not shown a significant improvement (Rositawati¹ et al., 2019; Widiyarini et al., 2022). This problem is the main challenge faced by the village community. In order to understand more about this condition, this study focuses on the analysis of the marketing of mujair fish in Lamonae Utama Village, with the aim of finding the obstacles faced as well as opportunities that can be utilized to increase fishermen's income and overall community welfare.

Marketing is one of the most important elements in the sustainability of the fishery industry, including in the context of fisheries in Lamonae Utama Village. In the context of marketing mujair fish in this village, marketing is not only limited to sales in the local market, but also includes the distribution of fish to other areas, including big cities such as Kendari. The marketing of mujair fish involves several important aspects, such as pricing which is greatly influenced by fluctuations in natural conditions, the collection of fish by wholesalers, and direct sales by fishermen in the local market. These aspects affect how mujair fish can be marketed effectively and efficiently, which in turn will affect the income of the fishermen.

A deeper understanding of these marketing dynamics is essential for formulating a more efficient and effective marketing strategy. A good marketing strategy can help fishermen earn a more stable income and improve their welfare. In literature related to marketing in the fisheries sector, efficiency in distribution, competitive pricing, and market diversification are often cited as key factors in the success of marketing fishery products. In the context of Lamonae Utama Village, an optimal marketing strategy can take advantage of the great potential that exists in mujair fish production to improve the welfare of the local community.

In general, a lot of research has been done on fish marketing in Indonesia. However, most of these studies focus more on the technical aspects of fish farming or post-harvest management. Meanwhile, the marketing aspect, which is also very important, is often overlooked. In this case, research that specifically focuses on the marketing of mujair fish in rural areas with abundant resources such as Lamonae Utama Village is still very limited. This condition creates a gap or void in research related to mujair fish marketing, especially in terms of how marketing can contribute to improving the welfare of fishermen.

Most research on fishermen's welfare is more focused on improving production efficiency or improving fishing technology. While these solutions are important, they won't result in meaningful change if they aren't accompanied by a good marketing strategy. Inefficient marketing can lead to unstable selling prices of fish, which in turn leads to fishermen's income becoming uncertain (Penca et al., 2021). This condition has been seen in Lamonae Utama Village, where the price of fish often fluctuates and fishermen do not get a fair price for their catch. Therefore, this study aims to fill this gap by focusing on the analysis of the mujair fish marketing system in this village. It is hoped that this research can help find ways to improve marketing efficiency and, ultimately, improve the welfare of the fishermen in this village.

This research is focused on Lamonae Utama Village, Wiwirano District, North Konawe Regency. This village is one of the villages with great potential in the freshwater fisheries sector, especially as a distribution center for mujair fish in the North Konawe area. This village has abundant swamps with freshwater fish resources, including mujair fish. The mujair fish

produced from this village is not only for local consumption, but also distributed to areas outside North Konawe, including Kendari City and other areas in Southeast Sulawesi. The selection of the research site in Lamonae Utama Village was based on the real condition that, although the existing fish resources are very abundant, the welfare of local fishermen does not show a significant improvement.

The researcher seeks to understand the dynamics of the marketing of mujair fish in this village, which involves direct sales by fishermen in the local market as well as the distribution of fish through fish collectors. This study aims to identify the obstacles faced by fishermen in the marketing of mujair fish, as well as find opportunities that can be used to increase their income. The local context of this village is very important in this study because it provides relevant and comprehensive data regarding the existing marketing system.

Specifically, this study aims to describe and analyze the marketing system of mujair fish in Lamonae Utama Village, Wiwirano District, North Konawe Regency. Through this research, it is hoped that a deep understanding of the fish marketing mechanism that takes place in the village, as well as the factors that affect fishermen's income. In addition, this research is also expected to make a real contribution to improving the economic welfare of the local community, especially through the optimization of the mujair fish marketing system. In the end, this research aims to provide useful recommendations for stakeholders in the fisheries sector, so that the marketing potential of mujair fish in this region can be maximized effectively, for the welfare of the community.

Research Method

This study uses a qualitative approach with the aim of understanding in depth the marketing system of mujair fish in Lamonae Utama Village, Wiwirano District, North Konawe Regency. The qualitative method was chosen because it allows researchers to dig deeper into data through interviews, observations, and document analysis, so that comprehensive information can be obtained regarding the dynamics of fish marketing. The object of this research is a mujair fish marketing system that includes the process of catching, distributing, and selling in local and regional markets. In this study, key informants were selected purposively, including village heads, fishermen, and fish collectors who played a role in the marketing process. The data sources used consist of primary data, obtained directly through interviews and field observations, as well as secondary data obtained from relevant documents and literature.

Data was collected using three main methods, namely observation, interviews, and documentation. Observation is carried out in a participatory manner, where researchers participate in the daily activities of fishermen and fish collectors to understand firsthand how the marketing process takes place. Interviews are conducted in-depth with key informants using a semi-structured list of questions, allowing for further exploration of marketing challenges and opportunities. In addition, documentation is carried out by collecting related documents, such as records of fish catches, sales price reports, and local policies. The collected data is then analyzed using the descriptive method of analysis, through the stages of data reduction, data presentation, and conclusion drawn, which ensures that the data presented is clear, focused, and supports the objectives of this research

Result

Product

Lamonae Utama Village is one of the villages located in Wiwirano District, North Konawe Regency, which is a village where the majority of people's livelihoods are in the fisheries sector as well as the largest distributor of mujair fish, especially in North Konawe. Lamonae Utama Village is one of the areas where the number of rice paddies is very large and supported by its very abundant fish resources than in other sub-districts and villages in North Konawe.

The author conducted an interview with the Village Head, Mr. Aziz in January 2020, he said that in this village from the beginning, Allah SWT has given it abundant mujair fish resources.

"Since the beginning, our village has been famous for its mujair fish in North Konawe, with what Allah SWT has given the people here have been helped a lot in their lives, starting from their daily routine, they eat from here, side dishes of fresh fish and rice and vegetables, then they sell them to get money to be used for their life needs, buy their children's needs for school, study, then for their daily needs as well," he said.

He explained that the fisheries sector has become one of the pillars of community life in Lamonae Utama Village, North Konawe. The mujair fish obtained in the swamp has become a source of livelihood because it has been passed down from generation to generation since childhood, the population has lived here.

The Village Head Aziz again explained that with the existence of Rarah, the residents have helped their lives, but not a few also go to migrate outside the area to find jobs to finance the lives of their children.

"Maybe because basically there are other desires from themselves, there are also those who become civil servants, there are also those who become employees in Kendari City, there are also those who work outside Southeast Sulawesi, each of them also wants to work outside, but the dominant of this village they rely on their status from the swamp by taking mujair fish there, the fish is eaten and there are also for sale like that," He explained.

Here, the Head of Aziz Village again explained that the residents of Lamonae Utama Village is one of the villages located in Wiwirano District, North Konawe Regency, the majority are fishermen who depend heavily on their livelihood from catching mujair fish and from his information, it can also be said that some of the residents who work outside this area are Civil Servants (PNS) and there are also those who work as employees in Kendari City and there are also those who outside the Southeast Sulawesi area.

The researcher also conducted an interview with fisherman Rasyid, he explained his daily work as a fisherman to support his family and daily needs.

"My daily profession is a fisherman, I work as a fisherman because there is no other job besides this, I work to support my two children and my wife. I usually go to the swamps around Lamome Utama Village in the morning using a boat and fish there, I can get 7 to 9 skewers of fish, the fish I get are also diverse, some are large and some are small, I skewer is 7 or 10 depending on the size, for small sizes we usually eat together with family and large ones I sell," He said.

The researcher also conducted an interview with another fisherman named Sarmin, he explained that the catch of mujair fish is erratic every day.

"Sometimes I get 5 skewers a day, sometimes I can also get up to 10 skewers, 1 skewer is 7 to 10 depending on the size depending on the actual fortune," he said

In line with Sarmin, Aripudin, a fisherman, also said almost the same thing, where he said that if he catches fish in the swamps in his daily life, he gets erratic fish every day.

"I usually go to see the trawls or rangs that I usually install in the swamps, sometimes I get 8 to 10 skewers of mujair fish per day, 1 skewer is 7 or 9 depending on the size," he said.

Here it is explained that the dominant community is fishermen and works to support their families by looking for fish in the swamps in the village.

This was justified by a collector named Rudi, he said that the fish in the swamps here are sustenance given by Allah SWT.

"Alhamdulillah, Allah SWT gives live mujair fish in this village, the mujair fish here is also famous everywhere and also in large numbers, the sizes are also varied, there are small, medium and large, after the fishermen catch the fish, I usually communicate before coming sometimes communicate beforehand with the fishermen so that when the fish I want is already there," he said.

This can be explained if the fisheries sector is one of the sectors that can be relied on to increase the income of the people of North Konawe, especially in Wiwirano District, Lamona Utama Village, because fisheries have been the livelihood of the people there for a long time because they think that by becoming fishermen will increase their income, especially in Wiwirano District. Lamona Utama Village is one of the areas where the number of rice paddies is very large and supported by its very abundant fish resources than in other sub-districts and villages in North Konawe.

Based on the interview above, it can be explained if the people there work as fishermen and look for fish in the swamps around Lamona Utama Village. These fishermen get fish every day very diverse, some get 8 to 10 skewers and in 1 skewer there are 8 or 10 fish, depending on the size of the fish.

Price

Fisherman Rasyid said that the price given by fishermen in selling fish depends on the size of the fish itself.

"The mujair fish that we get, we sell depending on the size of the fish as well, we sell sometimes Rp 25,000 and sometimes Rp 30,000, this price is sold per skewer, and 1 skewer there are 8 or 9 mujar fish," he said.

The researcher also conducted an interview with Sarmin, a fisherman, who said that the price he sells for the fish he gets is not expensive; and can be reached by its consumers.

"We sell it normally, the price per skewer is from the price of Rp 25,000 and sometimes Rp 30,000, the basis of this price is often used here in selling mujair fish," he said

For Aripudin, the story is also no different from the words of the previous fishermen regarding the price of the fish used.

"We can't sell at an expensive price because the people here already know the price of mujair fish per skewer at Rp 25,000 and the price is Rp 30,000, if they want to give an increase from that price, they usually don't want to buy the fish we sell," he said

Meanwhile, collector Rudi said that in every shipment out of the region, he used a car and fish were sold in cork and put ice to keep the fish alive.

"We sell it outside the region, we use the car that I have prepared to use, when we sell it, we can get from Rp 1,050,000 to Rp 1,200,000, because one cork contains from 25 to 30 skewers," he explained.

Based on the interview above, it was explained that the price of fish sold from fishermen to consumers depends on the size, usually Rp 25,000 there is also Rp 30,000, 1 skewer there are 8 to 10 mujair fish and in terms of collectors when selling out of the usual area get from Rp 1,050.000 and Rp 1,200,000 per cork, because usually 1 cork contains 25 to 30 skewers. It can also be concluded that the most profit in the marketing flow of mujair fish marketing in Lamona Utama Village is the collector because he gets more profit.

Place/Distribution

In their daily lives, fishermen, according to Rasyid, for the location of the place of sale, namely fishermen sell in the market and also directly to collectors who are looking for fish.

"When we finish looking for fish by looking at the trawls and cages that we put up, after we get what we consider a lot, we sell them in the market if at that time it coincides with the market day usually 9 skewers or more, but sometimes we also sell them to collectors at an agreed price," he said.

Sarmin also said that, if the location of selling fish is already known to the general public, namely in the market.

"Because I usually also sell the fish I get in the regular market as well as to collectors, but sometimes if there are neighbors who order per skewer, I usually keep them," he explained.

Then, Aripudin also said that the same thing as other informants, for marketing locations, are generally sold to the market.

"We sell fish obtained from the swamps to the market, there is a lot of enthusiasm there because most people here like to eat mujair fish, but there are also those who eat sea fish," he said.

Meanwhile, Rudi as a collector explained that the place or distribution of marketing is outside the North Konawe (Konut) area.

"After getting the fish I get from fishermen, I usually sell it to my subscribers outside the area such as in Kendari City or to South Konawa Regency (Konsel), sometimes also in Konawe," he said.

Based on the results of the interview above, it is explained that the place or marketing distribution used by the fishermen in Lamona Utama Village is in the market and sometimes there are also those who order, namely the fishermen's neighbors themselves to be stored and bought. Meanwhile, for collectors. He sells them outside the region, namely Kendari City, Konawe Regency and South Konawe Regency (Konsel).

Promotion

Fishermen in selling are still traditional, namely using simple promotions, namely word-of-mouth promotion, because the scope is not too far. Rasyid as a fisherman, he explained that the fish promotion carried out was not too difficult to do.

"For promotion, we are not difficult to do because the location of the sale of mujair fish is already known to the public, so no, the fishermen also do not need to worry if they have got fish," he said.

This explains that the fishermen in the village do not need large tenag or resources to carry out promotions because with a location that is not too large and a place that has been determined, namely the market. Fishing activities should be increased by fishermen.

Sarmin said that for promotion, he is not good at using social media and they fishermen only inform that they have fish only by mouth.

"We don't use our cellphones to advertise the fish we sell, we just go to the market and sell the fish," he said.

Then Aripudin explained that it was not much different from the previous fishermen.

"There is no other promotion, just come to the market and sell, we have been used to doing it for many years and always run out of fish that we catch and are bought by the local community," he said.

Meanwhile, Rudi Pengakuer said that the promotion of fish carried out in the early days of selling fish was indeed difficult.

"Initially, selling fish outside the area was not easy, because we had to first find customers who liked mujair fish, and wanted to buy in large quantities, but after I had a promotional subscription it was not too difficult anymore, for competition with the price of sea fish is quite competitive because the enthusiasts are also different," he said.

This explains that the Collector at the beginning of selling outside the region had difficulties, but over time after getting a subscription, the Collector did not have difficulties.

Based on the interview above, it is explained that the promotion of fishermen is not difficult because the marketing location has been determined and moreover the market is a meeting place between sellers and buyers and for collectors when they initially sell outside the region have difficulties but over time after getting a subscription the collector is not difficult.

Discussion

The informants in Lamona Utama Village explained that the lives of the people depend on how much fish they get for sale. Lamona Utama Village is one of the villages located in Wiwirano District, North Konawe Regency, where it is a village where the majority of people's livelihoods are in the fisheries sector as well as the largest distributor of mujair fish, especially in North Konawe.

The fisheries sector is one of the sectors that can be relied on to increase the income of the people of North Konawe, especially in Wiwirano District, Lamona Utama Village, because fisheries have been the livelihood of the people there for a long time because they

think that by becoming fishermen will increase their income, especially in Wiwirano District. Lamona Utama Village is one of the areas where the number of rice paddies is very large and supported by its very abundant fish resources than in other sub-districts and villages in North Konawe.

Based on the interview above, it can be explained if the people there are professional fishermen and looking for fish in the swamps around Lamona Utama Village. These fishermen get fish every day very diverse, some get 8 to 10 skewers and 1 skewer there are 8 or 10 fish, depending on the size of the fish.

Product marketing is one of the components of post-production that needs more attention because marketing is one of the keys in business development (Boimah et al., 2022; Priya & Mitra, 2020). As a perishable commodity, the marketing of fishery commodities must receive serious attention. A product is everything that is offered to the market for attention, possession, use, or consumption that can satisfy the wants or needs of the wearer. It was explained that the price of fish sold from fishermen to consumers depends on the size, usually Rp 25,000 there is also Rp 30,000, 1 skewer there are 8 to 10 mujair fish and in terms of collectors when selling out of the usual area get from Rp 1,050,000 to Rp 1,200,000 per cork, 1 cork contains 25 to 30 skewers. It can also be concluded that the most profit in the marketing flow of mujair fish marketing in Lamona Utama Village is the collector because he gets more profit.

Price is the amount charged for a product and service. More broadly, price is all the value provided by a customer to benefit from owning or using a product and service (Faith, 2018; Hinterhuber & Liozu, 2017). Pricing of goods and services is a key strategy for business actors, because price affects financial performance as well as buyer perception and brand positioning. Price is a measure of product quality if buyers have difficulty evaluating complex products.

Then the current maximum profit, the organization seeks to set a price that will maximize the current profit. The company estimates the demand and costs associated with the alternative price and chooses the price that generates the current profit, cash flow, or the maximum rate of return on investment. This strategy assumes that the company has knowledge of its demand and cost functions. In reality, this function is difficult to predict. In emphasizing current performance, companies may sacrifice long-term performance by ignoring the influence of other marketing mix variables, competitor reactions and legal constraints on price.

The informants explained that the marketing location used by the fishermen in Lamona Utama Village was in the market and for collectors. He sells them outside the region, namely Kendari City, Konawe Regency and South Konawe Regency (Konsel). The fishermen sell their fish to the fish collectors there if the day does not coincide with the market day and mujair fish is not only sold to meet the needs of consumers, especially by the people in North Konawe but it has also become a necessity for consumption by people outside North Konawe such as Kendari City, Konawe and Konsel because the number of requests is always increasing.

Place is a very important factor in the marketing mix. Choosing the right location will make a store more successful compared to other stores that are less strategically located, even if they sell the same product, the number of salespeople and the same skills (Işoraitè, 2016; Thabit & Raewf, 2018). Strategic location will determine sales volume. A strategic place is a place that is traveled or visited by many people and means of transportation.

Sales locations are distribution channels to get consumers. The location of sales is very decisive because it is the domicile of the trader to market his products. Distribution venues/channels include the company's activities that make products available to target customers. Distribution channels, also called marketing channels, are a group of organizations that are interdependent and involved in the process of making products and services that are provided for use or consumption.

The promotion of fishermen is not difficult because the marketing location has been determined and moreover (Di Franco et al., 2016; Lloret et al., 2018), the market is a meeting place between sellers and buyers and for collectors when they initially sell outside the region experience difficulties, but over time after getting a subscription, collectors do not have difficulties. Marketing is an activity directed to meet and satisfy needs through an exchange process. Every manufacturer always strives through the products produced to get the goals and objectives that they want to achieve. The development of the fisheries sector is a process of change and renewal that plans towards a better order of society, especially a better fisheries community. Promotion is one of the marketing activities that aims to increase sales volume by influencing consumers both directly and indirectly (Alexandrescu & Milandru, 2018). Promotion strategy is the act of planning, implementing, and controlling communication from the organization to customers and other target audiences. The purpose of promotion is so that a product can be known by outsiders, as well as to increase sales, introduce the company, and show the advantages of the company or product compared to competitors (Bandyopadhyay et al., 2021; Hanaysha, 2017).

Conclusion

Based on the research results on the Marketing Analysis of Mujair Fish in Lamona Utama Village, Wiwirano District, North Konawe Regency, it can be concluded that the majority of the community in this village relies on selling mujair fish as their main source of income. The selling price of fish at the fisherman level ranges from Rp 25,000 to Rp 30,000 per bundle, generating an income of approximately Rp 225,000 to Rp 270,000 per day. Meanwhile, the collectors who sell the fish outside the region, such as in Kendari City, Konawe Regency, and South Konawe Regency, receive a higher price, ranging from Rp 1,050,000 to Rp 1,200,000 per shipment. The promotion system used by both fishermen and collectors remains traditional, relying on word-of-mouth communication. The study also indicates that collectors tend to earn more profit than the fishermen, as they control the distribution of the fish to broader markets.

This research provides several important implications for the fishery business operators in Lamona Utama Village, particularly for the fishermen selling mujair fish. The findings show that the fishermen are dependent on the collectors to market their fish outside the village. This dependency prevents fishermen from fully benefiting from the sales of their catch. Additionally, the traditional marketing system, such as word-of-mouth sales, limits the potential for fishermen to increase their income. Therefore, enhancing promotional and marketing skills through digital platforms or social media is crucial for fishermen to reach broader markets directly without relying on collectors for distribution outside Wiwirano District. For future research, it is recommended to conduct further studies focusing on marketing margins and marketing efficiency. A more in-depth analysis of the distribution chain, the price received by fishermen compared to that received by collectors, and the factors affecting marketing efficiency are expected to provide broader insights into how the mujair fish marketing system in Lamona Utama Village can be optimized. Additionally, future research should explore the use of technology and social media to expand fishermen's markets, as well as assess the impact on fishermen's income if they engage in direct marketing without depending on collectors. This would provide a more comprehensive understanding of the potential for fish marketing in the digital era and offer strategies to sustainably improve the welfare of fishermen.

References

- Alexandrescu, M.-B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23(4), 268-274.
- Andriyono, S. (2018). Overview of Indonesia fisheries sector: Java and Bali island. *International Journal of Life Sciences and Earth Sciences*, 1(1), 39-48.
- Bandyopadhyay, N., Sivakumaran, B., Patro, S., & Kumar, R. S. (2021). Immediate or delayed! Whether various types of consumer sales promotions drive impulse buying?: An empirical investigation. *Journal of Retailing and Consumer Services*, 61, 102532.
- Boimah, M., Weible, D., Chibanda, C., & Schott, J. (2022). “Value creation pays”: a business model canvas approach to improve post-production activities in Senegal’s broiler industry. *Proceedings in Food System Dynamics*, 120-131.
- Di Franco, A., Thiriet, P., Di Carlo, G., Dimitriadis, C., Francour, P., Gutiérrez, N. L., Jeudy de Grissac, A., Koutsoubas, D., Milazzo, M., & Otero, M. d. M. (2016). Five key attributes can increase marine protected areas performance for small-scale fisheries management. *Scientific reports*, 6(1), 38135.
- Faith, D. O. (2018). A review of the effect of pricing strategies on the purchase of consumer goods. *International Journal of Research in Management, Science & Technology (E-ISSN: 2321-3264) Vol, 2*.
- Hanaysha, J. R. (2017). Impact of social media marketing, price promotion, and corporate social responsibility on customer satisfaction. *Jindal Journal of Business Research*, 6(2), 132-145.
- Henriksson, P. J. G., Banks, L. K., Suri, S. K., Pratiwi, T. Y., Fatan, N. A., & Troell, M. (2019). Indonesian aquaculture futures—identifying interventions for reducing environmental impacts. *Environmental Research Letters*, 14(12), 124062.
- Hinterhuber, A., & Liozu, S. M. (2017). Is innovation in pricing your next source of competitive advantage? 1. In *Innovation in pricing* (pp. 11-27). Routledge.
- Işoraitè, M. (2016). Marketing mix theoretical aspects. *International Journal of Research-Granthaalayah*, 4(6), 25-37.
- Lloret, J., Cowx, I. G., Cabral, H., Castro, M., Font, T., Gonçalves, J. M., Gordo, A., Hoefnagel, E., Matić-Skoko, S., & Mikkelsen, E. (2018). Small-scale coastal fisheries in European Seas are not what they were: ecological, social and economic changes. *Marine Policy*, 98, 176-186.
- Penca, J., Said, A., Cavallé, M., Pita, C., & Libralato, S. (2021). Sustainable small-scale fisheries markets in the Mediterranean: weaknesses and opportunities. *Maritime Studies*, 20(2), 141-155.
- Priya, P., & Mitra, S. (2020). Post-production decisions in agriculture: understanding postharvest storage and marketing decisions of smallholder farmers. *Food Security*, 12(6), 1317-1329.
- Rositawati¹, T., Wahyuddin, N. I., & Obie, M. (2019). The poverty puddles of the cage fishing community at Limboto Lake Coast, Indonesia. *Journal of Sustainable Development*, 12(3).
- Thabit, T., & Raewf, M. (2018). The evaluation of marketing mix elements: A case study. *International Journal of Social Sciences & Educational Studies*, 4(4).
- Widiyarini, W., Rodoni, A., Susilastuti, D., & Fitria, D. (2022). Determinants of Fishery Sub Sectors Performance in Riau Island Province. Proceedings of the First Multidiscipline International Conference, MIC 2021, October 30 2021, Jakarta, Indonesia,