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Fishermen's Business Activities: A Marketing Study of Fishermen at Gandoriah Beach, Pariaman, West Sumatra

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ABSTRACT

Marketing activities of fishermen's catches are very important in the sustainability of the coastal community fishery community. This study aims to understand how the marketing process of fishermen's catches in Gandoriah Beach, Pariaman, West Sumatra, includes the process of selling fish, distribution of catches, pricing systems, and the relationship between fishermen and fish traders. This study uses a qualitative descriptive approach with data collection techniques in the form of observation, in-depth interviews, and documentation. The research informants consisted of 2 fishermen and 1 fish trader who were directly involved in the marketing activities of the catch. The results of this study show that most fishermen sell their catch to agents or collectors first before being remarketed by fish traders to consumers. The determination of fish prices is influenced by weather conditions, the number of catches, the type of fish, and market demand. In addition, the relationship between subscriptions and capital dependence between fishermen and agents also affects the marketing process of their catches. Erratic sea conditions also have an impact on the number of catches and also affect fishermen's income and smooth fish marketing. Therefore, marketing activities of fishermen's catches at Gandoriah Beach are not only related to the buying and selling process, but also involve socio-economic relationships between fishery business actors.

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1. INTRODUCTION

Coastal communities are highly dependent on the fisheries sector because catching fish is a major livelihood for fishermen. However, fishing does not limit their business activities, as they are also involved in the catch trade and marketing, both of which have a positive impact on the household economy (Acheson, 1981); (Satria, 2015). The trade in catch and marketing includes activities related to the sale, distribution, pricing of fish, and purchasing relationships with collectors and small traders (Kotler & Keller, 2016). Nelajyan also often faces an uncertain marketing environment, as fishermen are highly dependent on the volume of catches and the ongoing weather as well as fluctuating demand (Idru, 2017).

Trade and marketing of fishermen's catches in general also involve a group of business actors who form a fish distribution network from fishermen to consumers. This marketing network can be through direct contact, or it can also be through an intermediary relationship with collectors or retailers. This study shows that collectors play a significant role in the success of fishermen's catch trade and marketing, especially in coastal areas that often face poor trade and marketing challenges (Kotler & Keller, 2016). Furthermore, the level of direct or indirect marketing networks has a fairly profound impact on the determination of fish prices and the profits that will be received by each fishery business actor (Hakiki & Anna, 2021); (Hapsari, 2014)

On the other hand, the socio-economic relationship between fishermen and fish buyers greatly affects fish catches. Fishermen may sell their catch to certain traders because of patronage relationships, financial support, or convenience in selling. This makes it difficult for fishermen to have full control over the price at which they sell their catch and the channels they use to be able to sell the catch. As a result, their bargaining power is usually much weaker than that of the intermediary during the marketing process (Pamungkas, 2013; Idrus, 2017).

In addition, marketing activities for marine products are also influenced by the uncertainty of catch combined with ongoing weather conditions. Abundant catches cause prices in the market to be lower due to high supply (Suparman & Indrawati, 2022). Adverse weather conditions make for low catches and lead to price increases due to limited supply. This situation shows that fishermen's catches are very vulnerable to natural elements and unstable market conditions (Septiani et al., 2016; Nuriati, 2019).

Gandoriah Beach in Pariaman City is one of the coastal areas where fishing and marketing activities of marine products are carried out. Fishermen sell their catch to certain people in the community to sell to traders and consumers. However, this process is not always simple. It combines price regulation, socioeconomic relationships, and the influence of weather on the supply of catches. This research aims to be able to identify the elements that make up the marketing of fishermen's catches in Gandoriah Beach, Pariaman, West Sumatra. In particular, the sale of fish, the supply of catches, the prevailing prices, and the socio-economic relations of the people involved in the marketing process.

Through the description above, the marketing of fishermen's catches involves more than just buying and selling fish. It also involves the distribution of fishermen's catches, pricing, and socio-economic relations between fishermen, collectors, and traders. Variables that affect fishermen's income and marketing process include weather, number of catches, and employment relationships that have been established. Therefore, the marketing of fishermen's catches in Gandoriah Beach, Pariaman, West Sumatra was investigated for research purposes.

2. LITERATURE REVIEW

Fishermen's catch marketing has many studies dedicated, especially those describing the distribution of catches, pricing, and the relationship of fishermen with other marketers. Generally, fish marketing goes beyond the buying and selling process, and encompasses a variety of processes that funnel the catch to the end consumer. Collectors, collectors, and even consumers are some of the many actors who participate in fish marketing channels (Mubyarto et al. 1984) (Nuriati, 2018). The channels formed in this marketing system are valuable because they affect the price at which fish is sold and the profits made by each business person.

Kusnadi (2009) mentioning that fishermen usually have little control over the selling price of fish. Idrus (2017) suggests that due to limited options for selling fish, financial constraints, and the need for efficient distribution, fishermen often sell their catch to specific buyers such as agents or collectors. As a result, fishermen must accept the market price or the price set by the buyer, instead of setting the price themselves (Primyastanto, 2011). In addition, fish being perishable means that fishermen must sell their catch as soon as they arrive from fishing (Septiyani, D.; Triarso, I,; Kurohman, 2016).

The relationship between fishermen and buyers of their catch is not only economic, there is a social aspect in it because of the long-term relationship that has been built. According to Pamungkas (2013), the relationship between subscriptions, trust, and capital assistance influences fishermen's decisions to sell their catches to certain traders. Fishermen sell their catch to the same buyer because of operational assistance for fishing activities (Zamzami, 2016).

Fish marketing is also influenced by socioeconomic relationships and ocean conditions. Septiani et al. (2016), weather, seasons, and the availability of marine life resources also affect the volume of catches. With a large volume of catch, it becomes more difficult to be able to sell fish due to the oversupply in the market. On the other hand, if the catch volume is low, the price of fish increases due to scarcity. This means that fish marketing is influenced by the dynamics of nature and the varied market.

From these studies, there are several different factors that affect the sale of fish catches. These factors include distribution systems, socioeconomic conditions, prices, and marine environmental factors. Most previous studies have focused more on the economic aspect, as well as marketing or distributing the catch more efficiently. This research focuses on exploring the marketing strategies used by fishermen in Gandoriah Beach, Pariaman, West Sumatra, including marketing processes, socioeconomic relationships, and other elements that affect the dynamics of fishermen's catches every day. This is done through qualitative narratives from fishermen and fish traders.

3. METHODS

In this study, a qualitative descriptive approach was used. This is the most appropriate approach for researchers to gain an in-depth understanding of the marketing strategies of fishermen's catches. This approach also helps researchers get a clear picture of the processes and systems of marketing and distribution of fish, how the price and value of fish are determined, and the socio-economic relationships of fishermen and other marketing officers based on their daily activities and experiences (Pamungkas, 2013).

The research location was conducted on Gandoriah Beach, Pariaman City, West Sumatra, which is one of the areas with active fishing and marketing activities (Hendri, M.; Yunasfi, 2019). The focus of this research is to understand the marketing activities of fishermen's

catches after catching fish which includes the sales process, relationships with traders or agents, and the distribution of fish to end consumers.

The research informants were selected through purposive sampling techniques, which means that potential informants were selected because of their direct knowledge of marketing activities related to fishermen's catches. The three informants who were selected were Mr. Awen and Mr. Rizal who are fishermen, and Mr. Iwan who is a fish trader who sells in Panttai Gandoriah. This informant was chosen to be able to provide data in accordance with the focus of the research, especially regarding the marketing of fishermen's catches.

Observation, in-depth interviews, and documentation are the techniques used for data collection in this study. For observation, it is carried out directly. This research was carried out on fish catch marketing activities by fishermen, ranging from fish unloading to selling fish to buyers. The in-depth interviews conducted for this study were semi-structured with the aim of obtaining more in-depth data on the marketing process, pricing system, the relationship between fishermen and traders, and difficulties in the marketing of catches. Documentation is carried out in the form of field records and documentation of fish market activities carried out by fishermen in the research area.

The data analyzed uses descriptive qualitative analysis techniques through the stages of data collection, data reduction, data presentation, and conclusion drawn. Interviews and observations were analyzed to focus the research so that it could provide an overview of the marketing activities of fishermen's catches in Gandoriah Beach, Pariaman, West Sumatra.

4. RESULT and DISCUSSION

This research was conducted in the Gandoriah Beach area, Pariaman City, West Sumatra, which is one of the many locations for catching and selling marine products. The research involved three main informants who were directly involved in the marketing activities of fishermen's catches, namely two fishermen, Mr. Awen and Mr. Rizal, and one fish trader, namely Mr. Iwan. The data of this research was obtained through field observations, in-depth interviews, and documentation conducted directly at the research site. The purpose of this research is to understand the marketing activities of fishermen's catches including the fish sales process, distribution system, pricing, and socio-economic relationships of fishermen's activities and marketers of catches.

a. Marketing and Distribution Procedures for Fishermen's Catches

According to the findings, marketing activities for fishermen's catches at Gandoriah Beach usually start after fishermen return from the sea. Because fish perishes easily and must be sold quickly, the catch cannot be stored for a long time. Fishermen usually sell to agents, or fish traders, because of the dependence of fishermen on these agents or traders. This sale to non-consumers is also caused by limited market access, limited time, and the existence of an unofficial agreement.

Mr. Awen explained that after finishing going to sea, the catch is usually immediately handed over to the party that has become a subscriber. "When we run out of sea, the fish is usually sold directly to agents or collectors who already have a close relationship with us. We rarely sell ourselves to the market because the time is also limited and sometimes the catch is also small. So usually there are people waiting for our catch on the beach, that's also what makes us rarely sell to the market" (Interview with Mr. Awen, 2026).

Mr. Rizal had almost the same statement as Mr. Awen and added that fish collectors usually buy catches after the ship landed. "Usually, the fish that just arrived are immediately seen by the collector. Sometimes they have already ordered in advance. So the catch was not long in our hands, immediately brought and ready to be sold." (Interview with Mr. Rizal,

2026). The findings show that the marketing of fishermen's catches on Gandoriah Beach shows that they use an indirect distribution system. In this case, fishermen are producers, and agents and fish traders carry out the function of sellers to consumers. This finding is in line with Nuriati's (2019) research which explains that the marketing of fishery products includes various marketing channels. Includes fishermen to collectors, retail traders, to end consumers (Khairani, 2026);(Marasabessy, I.; Santoso, 2021). Distribution channels also affect the profitability of fishery business actors.

In addition, based on direct observation, it can be seen that the marketing of fish catches at Gandoriah Beach took place in a fairly short time. Once the ship is docked, the trader/collector must directly check the quality of the fish and bid on the price. This shows that the distribution of catches has been carried out quite regularly and repeatedly.

b. Pricing Systems in Capture Marketing

This study shows that the price of fish at FGandoriah Beach varies and is determined by several factors, including weather, number of catches, types of fish, and the level of demand in the market. When the catch is abundant, the price of fish tends to decrease due to the large number of stocks available. Conversely, when bad weather conditions make it difficult for fishermen to go to sea, the number of catches decreases so that the price of fish increases.

Fishermen tend to have less influence in determining the price of fish. As stated by Mr. Awen; "Regarding the price, it depends on the state of the sea and the catch. Sometimes there are a lot of fish, the price drops. If the weather is bad and fish is difficult to get, the price will rise. We as fishermen sometimes can't really determine the price, we follow what the agent determines or what the market shows." (Interview with Mr. Awen, 2026)

This statement was strengthened by Mr. Rizal's explanation of the condition of fishermen who must immediately sell fish. "If there are a lot of fish, it is usually cheap, but if the season is difficult or the waves are big, the price will rise. We also can't be too picky about the price because the fish has to be sold quickly." (Interview with Mr. Rizal, 2026)

Based on the results of the interview, it can be understood that fishermen have a relatively limited bargaining position in determining the selling price of fish. This is influenced by the nature of the catch that is easily damaged so that it must be sold immediately, as well as the dependence on certain buyers. This finding is in line with the research of Idrus (2017) who explained that fishermen in general do not have a strong bargaining position in the marketing system due to limited market access and dependence on actors to distribute catches. As a result, fishermen tend to follow the market price or the price that has been determined by the collector (Widiatmoko, B.; Setiawan, 2023);(Wiyono, 2019).

c. Socio-Economic Relationship between Fishermen and Agents

The results of the study show that the socio-economic relationship between fishermen and agents is long-term which is not only related to economic activities, but is also formed due to social relationships. This relationship can be seen through the conditions where agents help fishermen with capital loans for sea needs. So that with this condition, the fishermen feel bound and encourage them to sell their catch to related parties.

In the interview, Mr. Awen explained: "I also borrowed money as capital to agents, so the catch was sold to them because there was a dependence on the agent. Because it has been helped to buy oil or sea needs. So our net income as fishermen is sometimes small." (Interview with Mr. Awen, 2026). The same condition was also explained by Mr. Rizal: "If we want to go to sea, sometimes we need help first for gasoline or food buyers. So usually we do have a permanent place to sell because we have helped each other." (Interview with Mr. Rizal, 2026). This condition of attachment reflects the strength of the traditional capital network (Firdaus, 2018);(Sari, Y. D.; Scott, 2022);(Subri, 2015).

These findings suggest that the relationship between fishers and agents forms a strong pattern of economic dependence. In some circumstances, this relationship makes it easier for fishermen to get operational assistance at sea, but on the other hand it also limits fishermen in determining who they want to sell their catch to. (Muflikhati, I.; Siregar, 2020);(Rahmawati, E.; Subejo, 2020). These findings also support the research study of Pamungkas (2013) which explains that the relationship between subscriptions, trust, and financial assistance is the dominant factor influencing the marketing pattern of fishermen's catches.

d. The Role of Fish Traders in Marketing Activities

Their position as an intermediary between fishermen and consumers provides a unique advantage for fish traders. Interview responses revealed that traders get fish both from middlemen and directly from certain fishermen they already know. The type of fish that traders sell is often the type that is often requested by consumers.

Mr. Iwan explained: "If the fish that sells fast is cob, bloated, the same snapper. If the season is crowded with people to Gandoriah Beach, the demand usually goes up, the price also goes up." (Interview with Mr. Iwan, 2026). And also explained that the weather affects the amount of fish supply in the market. "If the waves are big, usually many fishermen do not go to sea, so fish are difficult to get. Then we sometimes sell a little first or look elsewhere." (Interview with Mr. Iwan, 2026).

The marketing of fishermen's catches at Gandoriah Beach is influenced not only by the number of fish caught, but also by the demand from consumers and tourist activities along the coast. This is also in line with Septiyani, et al (2016), that changes in supply must correlate with prices, which in turn must also correlate with trade among fishermen (Nugroho & Fatmawati, 2023).

This study presents findings relevant to the marketing of fishermen's catches in Gandoriah Beach, which include the following. First, the marketing process of catches tends to occur through collectors or agents, rather than direct sales to consumers. Second, the price system is influenced by weather conditions, the number of catches, the type of fish, and market demand. Third, there is a relationship of dependence between fishermen and agents due to operational capital assistance for fishing, and affects the sale of catches. Fourth, fish traders have an important role in distributing their catch to end consumers. Thus, marketing activities of fishermen's catches on Gandoriah Beach are not only related to economic processes, but also involve the socio-economic framework and survival strategies of coastal communities.

5. CONCLUSION

This study aims to understand the marketing activities of fishermen's catches in Gandoriah Beach, Pariaman, West Sumatra, by looking at the sales process of the catch, the fish distribution system, pricing, and the socio-economic relationship formed between fishermen, agents, and fish traders (Stuart O'Neill, 2019). Based on the results of research conducted through field observations and in-depth interviews with informants, it was found that the marketing activities of fishermen's catches at Gandoriah Beach are still dominated by the sales system through agents or collectors before the catch is remarketed by fish traders to consumers. Most fishermen choose this route because it is considered more practical, has buyer certainty, and there is a working relationship that has been established for a long time. The findings of the study show that the marketing system of fishermen's catches is influenced by various factors, such as weather conditions, the number of catches, types of fish, and market demand that cause fish prices to be unstable. Under certain conditions, fishermen also face limitations in the bargaining position in determining the selling price because the catch must

be immediately marketed to maintain the quality of the fish. In addition, this study found that there is a relationship of dependence between fishermen and agents or collectors, especially in the form of capital assistance for sea needs, such as fuel and other operational needs. This relationship not only shows the existence of economic relations, but also shows social attachment that affects the marketing pattern of fishermen's catches.

Theoretically, the results of this study show that marketing activities of fishermen's catches can not only be understood as an economic process in the form of buying and selling and distributing marine products, but also involve socioeconomic relationships formed in the lives of coastal communities (Yenny Wati, 2024). Meanwhile, practically, the results of this study can be considered for related parties in understanding the marketing conditions of fishermen's catches, especially related to market access, price stability, and strengthening the bargaining position of fishermen in marine product marketing activities (Pure Live, 2024). However, this research still has limitations. Namely, First, the number of research informants is still limited so that it has not fully described the overall marketing activities of fishermen's catches on Gandoriah Beach. Second, this research focuses more on the experiences and views of several marketers so that there is still a possibility of variations in the experiences of fishermen or other business actors who have not been accommodated. Third, the research was conducted in a limited time so that it could not describe changes in marketing activities based on the fishing season or changes in market conditions more broadly. Based on these limitations, further research is recommended to involve a more diverse number of informants, such as agents, collectors, and consumers in order to provide a more comprehensive picture of the marketing chain of fishermen's catches. In addition, future research can also further examine the economic survival strategies of fisher households, changes in the marketing system based on the season, and the influence of digital technology developments on the marketing of catches in coastal areas.

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