

EVALUATION OF AGRIBUSINESS MANAGEMENT IN RED TILAPIA FISH CULTIVATION (CASE STUDY IN THE NGUDI MAKMUR NGARGOREJO ASSOCIATION)

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ABSTRACT

Evaluation of Agribusiness Management in Red Tilapia fish Cultivation (Case Study in the Ngudi Makmur Ngargorejo Association) aims to increase production yields and increase income in red tilapia cultivation. This association has only been running for approximately 2 years since mid-2023. The current obstacle experienced by the Ngudi Makmur Ngargorejo Association is that the marketing process is carried out individually and almost all of them do not use standard bookkeeping records. This study aims to determine the marketing efficiency carried out in red tilapia cultivation in the Ngudi Makmur Ngargorejo Association. The analysis method study is marketing method margin analysis with several calculations. There is two channels in marketing: marketing channel level zero besides that the first-level marketing channel. Conclusion results marketing margin the analysis can be shown from the two marketing channels carried out by red tilapia cultivators in the Ngudi Makmur Ngargorejo Association, the zero-level channel is more efficient, namely direct farmer sales to consumers. Therefore, red tilapia production using KJA can be continued and its marketing channels can be developed.

KEYWORDS

Red Tilapia Cultivation, Association, KJA and Marketing Margin



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INTRODUCTION

Economy now development can be influenced by its fisheries potential. According to Sholikhah (2021), Indonesia is also known as a maritime nation due to its vast waters and rich marine resources. One potential fish farming commodity is red tilapia cultivation using floating net cage cultivation techniques in open areas, namely in the Cengklik Boyolali Reservoir. Real problems that occur are the long dry season causing many fish in floating net cages to die and the number is not small. Around the edge of the reservoir,

water hyacinth (*Eichhornia crassipes*) grows, which interferes with boat access, disrupting the marketing process. Rising feed prices can affect finances between expenses and income, and limited knowledge of innovation and technology. The Ngudi Makmur Ngargorejo Association has 35 active members. Members who join this association are the general public who live around the Cengklik Boyolali Reservoir. Red tilapia cultivation is carried out using the Floating Net Cage (KJA) technique, a cultivation container using a net that is inserted into the water. Floating net cages can be an alternative for easily cultivating red tilapia without requiring additional land.

Agribusiness management evaluation is necessary, encompassing both on-farm and off-farm subsystems, as well as supporting subsystems. According to Jikrilah, dkk (2021), community empowerment is not only aimed at increasing productivity and improving the quality of human resources (HR), but also at improving welfare and income distribution for the local community. Based on these issues, the researcher was interested in further research, entitled "Agribusiness Management Evaluation in Red Tilapia Cultivation (Case Study at the Ngudi Makmur Ngargorejo Association)." This research is expected to assist the Ngudi Makmur Ngargorejo Association in developing red tilapia cultivation in the Cengklik Reservoir, Boyolali.

RESEARCH METHOD

This research was conducted on red tilapia fish farming using floating net cages (KJA) from the Ngudi Makmur Ngargorejo Association. The location of this research was determined using a purposive sampling method that was deliberately selected with certain criteria. This study determines respondents with a total on sampling method of 35 red tilapia fish farmers using floating net cages (KJA), all of whom were active members of the Ngudi Makmur Ngargorejo Association. This study used data analysis, namely marketing margin analysis. According to Primawati et al (2023), the price of tilapia fish feed always increases. The calculations used were calculating marketing in margins, farmer's share, and profits using is following formula:

1. Marketing Margin

Marketing in margin is an analysis conducted to determine the amount of each margin within the red tilapia farming marine cage (KJA) marketing channel of the Ngudi Makmur Ngargorejo Association. According to Rahayu (2023), the purpose of the analysis is to determine the price differences that occur between prices from farmers and consumer purchasing prices.

Formula: $M_p = P_r - P_f$

Description: M_p = Margin price (Rp).
 P_r = Selling price at the retailer level (Rp).
 P_f = Purchase price at the farmer level (Rp).

2. Farmer's share

Farmer's share is then price difference between the producer price and the price to the end consumer. According to Rahayu (2023), farmer's share is important because it can determine the efficiency of the marketing channels used.

Formula: $SRF = (P_f/P_r) \times 100\%$

Description: SRF = Share received by farmers (%).
 P_f = Tariff at the producer level (Rp/kg).
 P_r = Tariff at the consumer level (Rp/kg).

3. Profit

Profit is the key objective sought by all farmers. Profit determines whether a farming business can be continued or not. According to Salma et al., (2024), profit can be determined by identifying the revenue and cost components of each farming business.

Formula: $P_m = M - M_c$

Description: P_m = Profit margin (Rp/kg).

M = Marketing Margin (Rp).

M_c = Marketing Cost (Rp/kg).

RESULT AND DISCUSSION

Table 1. Marketing Margins for Red Tilapia Cultivation

No	Marketing Channel	Marketing Institution	Selling Price (Rp/kg)	Purchase Price (Rp/kg)	Marketing Margin
1.	Zero-Level Marketing	Farmers- Consumers	30.000	25.000	5.000
		Total			5.000
2.	First-Level Marketing	Farmers- Middlemen	26.000	25.000	1.000
		Middlemen- Consumers	35.000	26.000	9.000
		Total			10.000

Data Source: Processed Primary Data, 2025

Based on the description in table 2. the marketing margin of red tilapia cultivation using KJA carried out by the Ngudi Makmur Ngargorejo Association has 2 levels, namely level 0 and level 1 marketing. level 0 marketing, selling red tilapia from farmers directly to consumers, has a marketing margin of IDR 5,000 price each kg. Level 1 marketing, selling red tilapia from farmers to middlemen and then to consumers, has a total marketing margin of IDR 10,000/kg. According to Husnandina (2024), the lower the marketing margin, the higher the share received by producers, so that marketing is more efficient. Marketing can be said to be efficient if it has a small marketing margin. Therefore, of the two marketing channels carried out by red tilapia cultivators using KJA, the Ngudi Makmur Ngargorejo Association is more efficient than the zero level channel, namely direct farmer sales to consumers.

Table 2. Farmer's share of Red Tilapia Cultivation Farming

No	Marketing Channel	Marketing Institution	Consumer prices	Producer prices	Farmer's share (%)
1.	Zero-Level Marketing	Farmers- Consumers	30.000	25.000	83
		Total			83
2.	First-Level Marketing	Farmers- Middlemen	26.000	25.000	
		Middlemen - Consumers	35.000	26.000	
		Total			71

Data Source: Processed Primary Data, 2025

Based on the description in Table 3, the Farmer's share of red tilapia cultivation at the Ngudi Makmur Ngargorejo Association using public waters in the form of floating net cages (KJA) in the Cengklik Boyolali Reservoir has 2 levels of marketing channels. Marketing at level zero, namely red tilapia farmers to consumers, obtained a farmer's share of 83%. Marketing at level 1, namely red tilapia farmers to middlemen or collectors then

to consumers, obtained a the second of 71%. The results of the farmer's share calculation in both marketing channels can be said to be efficient according to the farmer's share value criteria. The farmer's share value criteria < 50% means results are not efficient, while for the farmer's share value criteria is > 50%, results can be said to be efficient (Fiddyawati et al., 2022).

Tabel 3. Benefits of Red Tilapia Cultivation

No	Marketing Channel	Marketing Institution	Marketing margin	Marketing costs	Profit
1.	Zero-Level Marketing	Farmers-Consumers	5.000	500	4.500
		Total			4.500
2.	First-Level Marketing	Farmers-Middlemen	1.000	0	1.000
		Middlemen - Consumers	9.000	1.000	8.000
		Total			9.000

Data Source: Processed Primary Data, 2025

Based on the description in table 3, the profit of red tilapia cultivation at the Ngudi Makmur Ngargorejo Association using public waters in the form of floating net cages (KJA) in the Cengklik Boyolali Reservoir has 2 levels of marketing channels. Marketing at the zero level, namely red tilapia farmers to consumers, earns a results IDR 4,500. Marketing at the first level, namely red tilapia farmers to middlemen or collectors then to consumers, earns a profit of IDR 9,000. According to Hermansyah and Kurniawan (2022), one of the factors that differentiates the amount of profit obtained by on marketing channels, namely the difference on marketing expenses.

CONCLUSION

Efficiency in marketing is carried out to obtain the best results in carrying out the farming process, one of which is the KJA farming business for red tilapia cultivation in the Cengklik Boyolali Reservoir. Red tilapia cultivation farming is already efficient, but needs to be improved to maximize results. It has two marketing channels, namely zero-level marketing and first-level marketing, which help in marketing red tilapia production. The difference in selling price is IDR 25,000/kg farmer price and IDR 35,000/kg middleman price. Therefore, the marketing margin for the zerolevel explanation of channels in marketing, namely IDR 5,000/kg, while for the first-level marketing channel it is IDR 10,000/kg. Marketing at the zero level, namely red tilapia farmers to consumers, obtains a farmer's share of 83%. Marketing at the first level, namely red tilapia farmers to middlemen or collectors then to consumers, obtains a farmer's share of 71%. The results of the farmer's share calculation in both marketing channels can be said to be efficient according to the farmer's share value criteria >50%.

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