

## Analysis of the Marketing Channel Efficiency of Feather Shells (Anadara antiquata) in Tanjung Balai

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**Abstract**— This research aims to find out what types of marketing channel patterns have been identified and to find out the level of efficiency of marketing channels that are more efficient in marketing feather shells (*anadara antiquata*) in Tanjung Balai City. The approach method in this research is a qualitative approach with descriptive research type. The data sources used are primary data obtained by interviews and direct observation and secondary data obtained from related documents. The location of this research was carried out in Tanjung Balai considering the large number of feather clam fishermen. The research results show that marketing channel I is efficient because the percentages are 2.85% and 1.92% and for channel II the percentage is 2.38% and for marketing channel III the percentage is 7.42%. If we look at the three existing marketing channels as a whole, marketing channel II is the most efficient with a percentage of 2.38% but can only be sold.

**Keywords:** Analytics, Efficiency, Marketing Channels.

### 1. INTRODUCTION

Tanjung Balai is a place on the East Coast of North Sumatra, with geographic coordinates 20°58'00" N and 99°48'00" E. Tanjung Balai Asahan has the potential for marine products, especially feather clams (*Anadara antiquata*) which live in mud or sand. Feather clams have a siphon with two channels, one to drain water and one to expel it. Feather shellfish are one of the marine products that have potential and are easy to develop in Tanjung Balai. Local people use it as food and sell it to restaurants or seafood restaurants, thereby increasing the value of the product. Shellfish fishing provides a source of income, business opportunities and employment, especially for small groups [1].

Even though feather shellfish have a large market opportunity, fishermen's weakness in marketing causes traders to gain more profits than fishermen. This affects producer prices, and the more parties involved in marketing, the greater the company's profits. Marketing margin analysis was carried out to assess the effectiveness of the marketing channel system for feather clams in Tanjung Balai Kel. Teluk Nibung. The purpose of this analysis is to determine the efficiency of marketing channel patterns, by looking at the profits obtained by each actor marketing feather shellfish. Three marketing channel patterns are used by fishermen. This analysis aims to assess whether the marketing channel system for feather clams is successful or not [2].

### 2. RESEARCH METHODS

#### a. Shell

Shellfish have been around since ancient times, especially in Greece, where they realized that seaweed food could be a source of protein. At that time, many shellfish

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came from the Nile River and the Mediterranean River. Mussels are spineless mollusks with thick shells that protect their eggs from predators. The structure consists of an inner layer, an outer layer, and a pedal. Shellfish can live near shore or far away, and plankton is their main source. There are about 200 types of shellfish in the world, but not all of them are healthy. Shellfish or seaweed are excellent sources of this nutrient, although some people avoid them because they are thought to be high in cholesterol [3]. Research shows that shellfish contain all the essential amino acids and have high levels of protein. Important amino acids include isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine. The gut's ability to break down protein and receive it is also important, according to Abdullah et al. (2013).

Shellfish can be found living in fresh water, land, coastal waters and the sea, with the majority living in marine waters, both on the coast and in the deep sea. There are types of sea shells that live at the bottom of the water (benthic) or on the surface (pelagic). The majority of shellfish are benthic and can be found in both shallow and deep waters. The feather clam *Anadara antiquata*, a type of sea shell, is a hermaphroditic animal that has both male and female sex in one individual. When ready to mate, these clams migrate to muddy coastal areas, spraying eggs and sperm around rocks to protect the eggs from predators. Feather clams are herbivorous animals, eating plankton, algae, seaweed and sponges. Morphometry, which relates to the size of an organism's body or body parts, is used to identify and measure feather shells. These measurements can include length, width, height, and total weight. Mussel growth can be influenced by internal and external factors, such as genetics, physiological conditions, food availability, oxygen and temperature [4].

Feather clam meat has advantages, such as soft texture, easy to digest, and high essential amino acid content. Another specialty is the content of unsaturated fatty acids, including omega-3, which can reduce cholesterol levels in the blood. Feather shellfish also contain phosphorus and calcium which are important for growth and bone formation, especially for children. Shellfish, in general, is a highly nutritious source of animal protein and is in great demand by consumers [5].

## **b. Marketing**

Marketing has a key role in running a business, with good selling skills can help the company's growth and progress. The way a business markets its products influences the potential revenue it can generate. Marketing not only helps companies stay in business but also contributes to customer satisfaction. Customer satisfaction is considered important in achieving business goals and meeting customer needs and desires. Marketing is a broad field of study, especially in the world of advertising, and is a key skill for business growth. Marketing strategies and distribution channels play a vital role in how a company generates maximum revenue. Without marketing, it is difficult to achieve great business success. Efficiency in marketing, including price comparisons between sellers and companies, as well as profits from advertising investments, are important factors in increasing the flow of goods from sellers to buyers [6].

According to Swastha, marketing is a social and business process for building relationships and achieving sales. Philip Kotler explains marketing as a social and managerial process in which individuals and groups obtain the products they need through creating, offering, and exchanging value. Stanton described marketing as a total system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy consumer needs. Marketing is a way to obtain needs while generating income. Marketing strategies can be modified to attract public attention, and marketability greatly influences financial success. In an

economic context, marketing goods with economic value is part of the economic task of producing economic value. Marketing involves social and managerial processes in which individuals and groups create, offer, and exchange products or services of value with others [7].

### 3. METHODOLOGY

This research uses a qualitative research approach and methods to provide an in-depth understanding of the problem, with an emphasis on constructivism. Constructivism is considered basic in qualitative research because it considers reality as an exchange of social experiences that can be interpreted by everyone [8]. Qualitative research believes that truth is dynamic and can only be discovered through examining individuals in social interactions. This research involves researchers as an important tool and is carried out in a natural environment, especially in the context of descriptive studies. This research method aims to provide an overview and understanding of the phenomena that occur in the research object. In general, qualitative research leads to the analysis of phenomena related to the problem at hand.

In the context of research on the effectiveness of marketing channels for feather clams, data will be analyzed descriptively, with a focus on operations involving fishermen, marketing channels, and marketing efficiency. The four parties involved in this investigation are fishermen, collecting traders, wholesalers (outside the area), and retail traders (intermediary traders) in Teluk Nibung sub-district, Tanjung Balai city. The aim of this research is to identify marketing patterns for feather shellfish and assess the level of efficiency of marketing channels based on marketing margins and farmer's share obtained by various parties such as fishermen, collectors and retailers [9].

### 4. RESULT AND DISCUSSION

#### a. Results

- 1) Forms of marketing channel patterns with identified advantages and disadvantages

Fishermen in Tanjung Balai use three marketing channel patterns for feather shellfish. First, they sell to collectors, because the collectors provide down payment as capital with a guarantee of payment after the catch. Second, they sell directly to retailers, but this is rarely done due to limited purchasing by retailers. Third, selling to collectors who then sell to traders outside the area, usually through orders. In the first channel pattern, even though the channel looks long, fishermen can sell more than 50kg because their market share is large, even though the selling price is low. In the second channel pattern, the marketing chain is short with high selling prices for fishermen, but retailers are only able to buy less than 50kg. In the third channel pattern, collectors can buy more than 100kg, depending on the demand for orders from outside the area, but this is uncertain [10].

In interviews with fishermen, it was revealed that the first marketing channel looks long, but feather shells can be sold for more than 50kg because of their large market share, even though the selling price is low. The second marketing channel has short chains and high selling prices, but retailers can only afford less than 50kg. The third marketing channel allows sales of more than 100kg, but depends on demand for orders from outside the area. The results of research and interviews show that each channel has its own advantages and disadvantages. Efficient marketing channels are still a challenge, with gap theory visible in each channel. For example, the first

channel is long but can sell more, while the second channel has a short chain but limited purchasing capacity.

2) Level of efficiency of marketing channels and more efficient marketing channels in marketing feather shells (*anadara antiquata*) in Tanjung Balai City

The results of this research, which are strengthened through interviews with fishermen and marketers, reveal the marketing channel pattern for feather clams in Tanjung Balai, with an emphasis on differences in price, cost and efficiency at each channel stage. The following is a summary of the sentences from the research results [11]:

Marketing Funnel Patterns:

- a) The marketing channel pattern for fur shellfish in Tanjung Balai involves fishermen, collectors, retailers and consumers outside the area.
- b) Fishermen tend to use this channel pattern because they work together with collecting traders to obtain fishing capital.
- c) There are three channel patterns: fishermen-traders-collectors-retailers (I), fishermen-retailers (II), and fishermen-traders-collectors-traders outside the region-consumers outside the region (III).

Characteristics of Each Channel Pattern:

- a) Channel I: Fishermen sell in large quantities (>50 kg) at low prices. The length of the channel can limit sales volume.
- b) Channel II: Fishermen sell directly to retailers, suitable for small catch quantities.
- c) Channel III: Fishermen sell in large quantities, at low prices, and to final consumers outside the area.

Interview and Pricing:

- a) Selling price from fishermen to collecting traders: IDR 17,000/kg.
- b) Selling price from collecting traders to retailers: IDR 21,000/kg (including weighing and loading costs).
- c) Retailer selling price to consumers: IDR 26,000/kg (including loading costs).
- d) Selling price from foreign traders to consumers: IDR 35,000/kg (including weighing and loading costs).

Marketing Margin and Farmer's Share:

- a) Marketing margin for channel I: IDR 9,000/kg, channel II: IDR 8,000/kg, channel III: IDR 18,000/kg.
- b) Farmer's share: Channel I: 65.38%, Channel II: 69.23%, Channel III: 48.57%.

Marketing Efficiency:

- a) Marketing efficiency of channel I: 4.77%, channel II: 2.77%, channel III: 7.42% (efficiency limit <5%).

Overall, marketing efficiency varies, with channel I having a better level of efficiency than channels II and III. Decisions in choosing a channel pattern must consider sales volume, price and marketing efficiency.

**b. Discussion**

- 1) Forms of marketing channel patterns with identified advantages and disadvantages

There is a marketing channel pattern for feather shells in Tanjung Balai which starts with fishermen, involves collectors, retailers, and finally consumers. Fishermen tend to use this pattern because they work together with collecting traders to obtain capital. Collecting traders provide capital assistance to fishermen with a guarantee of payment after the fishermen get their catch. As a result, fishermen are more inclined to sell their catch to collecting traders. Fishermen in Tanjung Balai generally buy feather shells in large quantities, while local retailers can only buy limited quantities. Therefore, fishermen rarely use marketing channels that involve local retailers. The third marketing channel involves fishermen, collecting traders, wholesalers (outside the region), and final consumers who are outside the region. Fishermen only sell feather shells to collecting traders, and collecting traders will distribute them to consumers outside the area through customers or orders from wholesalers [12].

This research notes similarities with previous research by Wayan Sudana in 2019, which analyzed the marketing efficiency of anchovies caught by fishermen. The results show that marketing channel I is the most efficient because it involves only retailers, with low marketing costs. In the context of anchovy marketing, previous research also notes that fishermen tend to choose more efficient marketing channels, although this is sometimes influenced by selling price considerations. The efficiency of marketing channels has a direct impact on the profits and absorption capacity of fishermen's catches.

- 2) Level of efficiency of marketing channels and more efficient marketing channels in marketing feather shells (*anadara antiquata*) in Tanjung Balai City

Marketing margin is the difference between the price paid by consumers and the price received by producers. The amount of margin in a marketing channel is influenced by the length of the channel, marketing activities, and the marketing agency's expected profits. Based on research on the efficiency of marketing channels for fur shellfish in Tanjung Balai City, three marketing channel patterns have been identified with their respective margin calculations. In the first channel, the margin between fishermen and consumers is IDR 9,000/kg, with the length of the channel causing additional costs of IDR 600/kg. The second channel has a margin of IDR 5,000/kg, is the shortest marketing channel with relatively small additional costs, namely IDR 500/kg. The third channel has a margin of IDR 18,000/kg, but the long channel has quite large additional costs, namely IDR 1,600.00/kg.

Farmer's Share, or the share of the price received by the producer, is also taken into account. The first channel has a Farmer's Share of 65.38%, the second channel is 69.23%, and the third channel is 48.57%. Even though the second channel is considered efficient, the limited capacity in selling more than 50kg is an obstacle. Efficiency analysis shows that the second channel is the most efficient with a percentage of 2.38%. However, the first channel is also considered efficient with a percentage of 1.92%. The efficiency of marketing channels for feather clams in Tanjung Balai is still a challenge because the channels are long, causing additional costs and reducing profits for fishermen. The negative impacts of inefficient marketing channels are

minimal profits for fishermen, low selling prices, and potential losses due to the marketing process involving intermediary traders. Therefore, efforts need to be made to increase the efficiency of marketing channels in order to provide a greater positive impact on fishermen in Tanjung Balai.

## 5. CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn:

- a. There are three marketing channel patterns for feather shellfish caught by fishermen in Tanjung Balai, namely:  
 First channel: Fisherman → Collector → Retailer → Consumer  
 Second channel: Fishermen → Retailers → Consumers  
 Third channel: Fishermen → Collector traders → Wholesalers (outside the area)
- b. Based on the calculation of marketing margin and farmer's share, for each channel pattern:  
 Marketing channel I has a margin of IDR 9,000/kg and farmer's share of 65.38%.  
 Marketing channel II has a margin of IDR 8,000/kg and farmer's share of 69.23%.  
 Marketing channel III has a margin of IDR 18,000/kg and farmer's share of 48.57%.
- c. The level of efficiency of the three marketing channel patterns in Tanjung Balai shows that marketing channel II has the advantage because it is the shortest marketing channel, has the smallest margin (Rp. 8,000/kg), and has the largest farmer's share (69.23%). However, problems arose because marketing channel II was only able to sell less than 50kg due to its small market share.
- d. Even though marketing channel II is efficient, marketing channel pattern I is also considered efficient with a marketing efficiency of 4.77%. This is due to its large market share and ability to sell more to retailers.

Thus, although marketing channel II has advantages in efficiency, marketing channel I is also an efficient choice with its larger market share and higher sales capacity to retailers. Researchers hope that this research will be useful for students who conduct similar research or carry out further research on the same topic. The researcher hopes that this topic and the discussion that has been presented can arouse curiosity to conduct further research, by conducting interviews or distributing wider questionnaires in order to obtain maximum results [13].

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