


Potential of ornamental fish businesses on consumer tastes (case study in pohgading village, peringgabaya district, east lombok district)

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Article Info	ABSTRACT
Keywords: Potential of ornamental fish, consumer tastes	This research is about the potential of the ornamental fish business on consumer tastes in Pohgading Village, Pringgabaya District. The aim of this research is to describe the potential of the fish business on consumer tastes in Pohgading Village, both in terms of the types of ornamental fish marketed, the marketing system and also the profits obtained. The method used is a qualitative approach, there are nine informants who are used as references in collecting information, (1). Ornamental fish business owner, (2). Pohgading Village Head, (3). People who have been involved in the ornamental fish business, (4). Society, (5). Ornamental Fish Trader, (6) Ornamental Fish Trader, (7). Ornamental Fish Trader, (8). The researcher himself has been involved in the ornamental fish business. The research results show that the ornamental fish business in Pohgading Village has the potential to influence consumer tastes, the community as consumers welcomes them in a friendly manner and has an interest in ornamental fish starting from their various shapes and colors, supported by a large ornamental fish market and suitable geographic location, The pH of the water is right for the ornamental fish business and also a strategic marketing location, this has resulted in many retail traders appearing. However, the ornamental fish business encountered major obstacles during the Covid-19 pandemic. In minimizing and preventing this outbreak, the government issued policies to be adhered to by all Indonesian citizens, so that during the new normal period, several ornamental fish traders had gone out of business and there were some who were still surviving. and get up again.
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INTRODUCTION

Humans were created and given perfect reason and thoughts by God. Creative ideas by utilizing reason and thoughts comprehensively. One of them is, Ornamental Fish Business Opportunities - Ornamental fish are known as potential businesses. The free market phenomenon is increasingly stimulating the international ornamental fish market. Indonesia must take advantage of this opportunity. Indonesia is known as one of the centers of the largest diversity of coral reefs and marine biota on the planet and most of it is found in the world's coral triangle region. This high biodiversity contributes significantly not only to

maintaining the function of marine ecosystems, but also to the tourism sector, capture fisheries and sources of medicinal ingredients. Efforts to protect marine biodiversity are clearly needed, and to achieve this requires innovative management strategies. Indonesia has the potential for marine ornamental fish resources which are very large in number, and have high economic value (Abdullah et al., 2020).

Developing an ornamental fish business is relatively easy, everyone can do it, from children to old people. If we are serious about pursuing this business, we can actually get very big results. Marketing is also relatively easy, from lower middle class to upper middle class. Fish cultivation is an appropriate alternative in an effort to increase fisheries production, both quantity and quality. Since the 1980s, fish cultivation businesses have developed rapidly until today, especially in freshwater and brackish water cultivation. However, until now cultivation business activities have experienced technical, biological obstacles and high environmental burdens (Nikijuluw, 2001).

One of the freshwater ornamental fish that people really like is the koi fish (*Cyprinus carpio*), because koi fish are ornamental fish that originate from China and then spread to Japan and various other countries in the world, including Indonesia. Even though the price of this ornamental fish is very expensive, many people or cultivators want to cultivate koi fish. This is because koi fish have a beautiful body shape, attractive color, and very agile movements so that people have a high interest in cultivating koi fish (Gunadi and Sudenda, 2008).

The development of ornamental koi fish has quite promising prospects, especially in countries with large populations and cultures that value beauty. Based on data from the Indonesian Ornamental Fish Breeders Association, demand for ornamental koi fish in Indonesia continues to increase from year to year. This is driven by increasing public awareness of the importance of protecting the environment and improving the quality of life, one of which can be done through the hobby of keeping ornamental fish (Tavio, L. 2016)

Apart from koi fish, Betta fish (*Betta sp.*) is a type of fish that is attractive in its body color. The beautiful colors of Betta fish are produced by pigment cells (chromatophores) located in the fish's skin. The beauty of the fin shape and color determines the selling value. The economic value of betta fish is what encourages the people of Pangkalan Bun to cultivate these betta fish. In the Betta fish cultivation business, it is necessary to identify the business potential well so that it can meet consumer needs (Djoni: 2017).

There are 2 types of ornamental fish, namely, freshwater ornamental fish and seawater ornamental fish. However, most ornamental fish business people in Pohgading Village prefer freshwater ornamental fish as their business. Because basically freshwater ornamental fish are easier to find than those in sea water. Apart from being pleasing to the eye, freshwater ornamental fish are no less beautiful than seawater ornamental fish, their unique shapes and various colors certainly bring calm when looking at them. Apart from adding to their beauty, maintaining freshwater ornamental fish tends to be easier than seawater ornamental fish and also the price. much cheaper than the price of seawater

ornamental fish, this is the reason ornamental fish traders in Pohgading Village choose freshwater ornamental fish for trading.

The beauty of ornamental fish can be seen beautifully and clearly because the aquarium is used with a transparent view. Aquarium development is one of the technical factors that must be prepared to get maximum results, as well as conditions such as natural habitat and good treatment. Keeping ornamental fish using an aquarium for maintenance, there are several aspects that must be considered, especially the quality of the water in the aquarium and the type of ornamental fish must be truly adapted to the volume of the aquarium (Sari, 2019). The aquarium as a container is a technical factor in ornamental fish cultivation activities, there are many alternatives that can be used, to pay attention to several criteria, namely: the aquarium should not leak, it is not dangerous for the ornamental fish being cultivated, it is easy to manage, it is strong and durable (Satyani & Priono, 2012).

Based on temporary figures from the Central Statistics Agency (BPS) processed by the Directorate General for Strengthening the Competitiveness of Marine and Fishery Products (PDSPKP), the export value of Indonesian ornamental fish in the January-March 2021 period reached USD9.2 million. This is the biggest achievement in the last 5 years. The five main export destination countries for Indonesian ornamental fish are China, the United States, Russia, Canada and Singapore (Luthfiana and Public Relations of the Directorate General of Aquaculture 2021). The prospects for the development of this ornamental fish business are very promising and can become the main job for people who are diligent in cultivating ornamental fish. Apart from the beauty of ornamental fish, many people make cultivating ornamental fish their main job, this is because ornamental fish have a high selling value so they are worthy of being their main source of income (Setiawati, M, R.2019)

One potential ornamental fish that is quite promising is the ornamental koi fish which is very popular throughout the world, including in Indonesia. This fish has beautiful colors and a unique body shape, making it an interesting object to look at and make a hobby out of. Apart from that, many people are starting to get interested in keeping ornamental fish in aquariums to decorate their rooms or small ponds in their gardens or yards. Koi fish are also believed to have a high symbolic meaning in Japanese culture, thus further increasing the aesthetic and cultural value of this fish (Akbar, R. A. :2023)

One of the agencies in West Nusa Tenggara Province that carries out koi fish hatchery business activities is the Batu Kumbung Fish Seed Center (BBI), where this agency not only acts as a place for research and development in freshwater fish hatchery activities but also carries out production activities periodically so that can guarantee the availability of koi fish seeds in the Lombok area and its surroundings (Nugroho and Haryadi, 2017).

BBI (Fish Seed Cultivation) is one of the places for cultivating various freshwater ornamental fish in Narmada district. West Lombok and also fisheries officially built by the government located in East Lombok subdistrict. Lenek is the central place for cultivating freshwater ornamental fish, from where ornamental fish entrepreneurs and retailers from various regions, especially ornamental fish sellers from Pohgading Village, subdistrict,

come from. Pringgabaya stocks a variety of freshwater ornamental fish both for sale and cultivation.

The people of Pohgading Village, whose residents have an average income of lower middle class, this will really suit the price of freshwater ornamental fish which is very affordable and also has an attraction for every consumer who sees it, day by day lots of ornamental fish traders appear in Pohgading Village. from street vendors and traders who travel from one school to another.

The ornamental fish market share in Pohgading Village is quite wide and promising. Apart from that, ornamental fish consumers in Pohgading Village have no age limit, ranging from children and adults to the elderly, there are several groups of ornamental fish consumers in Pohgading Village, who first are ornamental fish hobbyists, these consumers will buy ornamental fish whatever the price of the ornamental fish, second are consumers who are only interested in the beautiful color and shape of ornamental fish, these consumers just happen to see ornamental fish and then are interested in buying them and third are consumers from among lower middle class economy, where these consumers will buy ornamental fish and complete ornamental fish care to be kept to decorate their home rooms. This is what makes the author interested in conducting research on the Potential of Ornamental Fish Businesses on Consumer Tastes in Pohgading Village.

METHOD

The research approach to answer questions. The approach used in this research uses a qualitative approach (case study). The qualitative approach (case study) is intended for field exploration, describing, recording, analyzing and interpreting conditions that exist in a place. Qualitative research (case studies) aims to obtain information that focuses on finding solutions or answers to problems raised by researchers.

In accordance with the problem being studied, this research uses qualitative research. Sugiyono (2009:205) explains that qualitative research is a research procedure that produces data in the form of written words and the people whose actors are observed. This research was carried out in Pohgading Village, District. Pringgabaya, East Lombok Regency, this location is a very suitable place for researchers to get the desired data because many ornamental fish retail traders have emerged, this indicates that the fish business has potential opportunities.

Data collection was carried out through observation, interviews and documentation. Arikunto (2013:272), said that the most effective way of observing is to complete it with an observation format or form as an instrument. The format that is prepared contains items about the event or behavior that is described as occurring. Data was collected through interviews conducted by asking questions and answers directly or indirectly to selected respondents regarding matters related to the research. Documentation is a method used to provide documents using accurate evidence from recording information sources such as photos and other archives related to research.

RESULTS AND DISCUSSION

General Description of Research Locations

Pohgading Village, Peringgabaya District is a village consisting of 12 hamlets, namely Sepinate Hamlet, Kebon Montor Hamlet, Bagek Gaet Hamlet, Bagek Lawang Hamlet, Bagek Kembang Hamlet, Gegurun Hamlet, Sukamulia Hamlet, Dasan Gres Hamlet, Dedalpak Hamlet, Dasan Rura Hamlet, Aik Hamlet Spolong, Paokpondong Hamlet. The location of Pohgading Village is to the south of Pringgabaya District, the distance from Pohgading Village to the District is around 2.5 km and the distance to the Regency Capital is around 25km. And to the Provincial Government 65 km Pohgading Village is one of the villages in East Lombok Regency with an area of 496 ha/m, and boundaries.

Research Results Data

This approach is carried out using a qualitative approach (case study), the characteristics are that if the data is saturated then the research will be stopped. The characteristics of the informants in this study are shown in the following table:

Table 1 Characteristics of informants for Ornamental Fish Business Potential in Pohgading Village, Pringgabaya District.

No	Age	Work	Amount and L/P	Education
1.	32 Years	Ornamental fish business owner	1, P	S1
2.	38 Years	Village head	1, L	S1
3.	40 Years	Farmer	1, L	S1
4.	28 Years	Elementary School teacher	1, L	S1
5.	30 Years	Ornamental Fish Trader	1,L	MA
6.	39 Years	Ornamental Fish Trader	1,L	SMA
7.	28 Years	Ornamental Fish Trader	1,P	SMA
8.	23 Years	Student	1,L	

Observation Results

The potential for ornamental fish business in Pohgading Village has quite promising potential for ornamental fish entrepreneurs. This is one of the opportunities for the people of Pohgading Village to increase income for ornamental fish entrepreneurs or traders, ornamental fish business apart from being supported by a suitable geographical location. The pH of the water where ornamental fish live is also supported by a wide market share, consumers of ornamental fish in Pohgading Village who do not know their age, including children, adults and even the elderly who like ornamental fish.

Research Results on the Potential of Ornamental Fish Business on Consumer Tastes in Pohgading Village

After conducting observations, interviews, documentation and literature studies with several informants, it can be explained that the potential of the ornamental fish business for consumer tastes in Pohgading Village has great potential in developing the ornamental fish business, apart from the strategic location of the village and also having good water sources. abundant to support the ornamental fish business.

The people of Pohgading Village, who as consumers, have tastes and interests and are supported by the price of ornamental fish which is in accordance with the economy of

Pohgading Village residents, who are mostly middle to lower class, decide to buy ornamental fish, apart from being a hobby in keeping ornamental fish, ornamental fish are also a source of income for fulfill household needs for ornamental fish entrepreneurs.

Ornamental fish is one of the most promising commodities in Pohgading Village. Apart from being easy to cultivate, the ornamental fish business also does not require a lot of money to develop this business. Most people support the ornamental fish business, this will be a motivation and encouragement to continue developing the ornamental fish business. Consumer demand for ornamental fish is increasing in the free market in Pohgading Village. In fact, day by day many ornamental fish retail traders are emerging along with increasing market demand. In this case, competition among ornamental fish entrepreneurs is getting tighter, this has illustrated the potential of the ornamental fish business for consumer tastes.

The ornamental fish cultivation business is the main job for ornamental fish entrepreneurs in Pohgading Village. Ornamental fish entrepreneurs run businesses with their own capital. Business experience is also one of the factors that determines a person's success in running a business. The more business experience a person has, the more accustomed and experienced he will be in running the business, which in the end will run the business well.

Table 2 Prices of Ornamental Fish

No	Types of Ornamental Fish	Price/Head
1.	Black Ghost	Rp15.000
2.	Lemon	Rp3.000
3.	Cupang	Rp10.000
4.	Pink Zebra	Rp2.500
5.	Sumatra	Rp3.000
6.	Neon Tetra	Rp3.000
7.	Koi	Rp5.000
8.	Mas Koki	Rp5.000
9.	Gupi	Rp3.000
10.	Moli	Rp3.000
11.	Menfis	Rp10.000
12.	Komet	Rp5.000

From the table quoted from the Nita Aquarium ornamental fish sales results book (2019), we can explain that the income obtained from 1-10 reached 1,166,500 with the number of ornamental fish sold reaching 246 with an average income/day of 116,650 , from the income obtained for 10 days which amounted to 1,166,500, this shows the potential of his fish business for consumer tastes in Pohgading Village.

The income earned by ornamental fish traders ranges from IDR 700,000 to IDR 1,000,000 per week with an average daily income of IDR 100,000, this is a strong supporting factor for the existence of ornamental fish business opportunities with the high

sales results obtained by ornamental fish traders every week or every day if the ornamental fish traders continue to sell during that week.

CONCLUSION

Conclusions from this research include; 1) The people of Pohgading Village welcome ornamental fish products distributed by ornamental fish producers, in fact the free market for ornamental fish in Pohgading Village is increasing day by day, along with the number of ornamental fish retail traders appearing on the side of the road. 2) Pohgading Village has an appropriate geographic location, not too hot and not too cold. Balanced water pH for ornamental fish cultivation, supported by abundant water sources and strategic trading locations. 3) Consumer preferences for ornamental fish in Pohgading Village are very diverse which will determine the decision to purchase ornamental fish. Some people in Pohgading Village rely on the ornamental fish business to fulfill household needs, which started as a hobby. As time goes by, the function of ornamental fish is not only for entertainment, but has multi-functions, so that ornamental fish become a means of livelihood and increase daily income. -day. 4) Ornamental fish are a very promising commodity in Pohgading Village. Apart from being easy to cultivate, the ornamental fish business also does not require a lot of money to develop this business. The majority of people support the ornamental fish business, this will be a motivation and incentive to continue developing the ornamental fish business. 5) Ornamental fish traders make a profit of 1,166,500 for 10 days. 6) The fish business also has several advantages in running, developing and maintaining ornamental fish, this is an attraction for consumers and people who want to start an ornamental fish business. 7) During the Covid-19 pandemic, all social activities were restricted by the government and all agencies were closed by the government, this resulted in the paralysis of the economy, both macro and micro. 8) During the new normal period, the ornamental fish business is gradually improving, although it has not fully recovered to what it was before the Covid-19 pandemic. As for suggestions for the future, In running an ornamental fish business, ornamental fish entrepreneurs must really understand how to maintain them and know how to overcome obstacles when running an ornamental fish business to minimize the economic losses that occur. Studying the characteristics of consumers is also very important considering that competition for ornamental fish is getting tighter in the free market for ornamental fish. This will give a reflex to ornamental fish traders to provide services according to consumer demand. By understanding the characteristics of consumer tastes, it will have the effect of increasing consumers because consumers are satisfied. services and products sold. For local governments, researchers hope that they will give more attention to ornamental fish entrepreneurs to increase community welfare through ornamental fish businesses. Researchers also recommend ornamental fish businesses to empower communities in cultivating ornamental fish businesses, so that ornamental fish are not only bought and sold but can be used as an entertainment destination or tourist attractions that can increase community income which are managed by the Pohgading Village BUMDes themselves. This will reduce the unemployment rate in an area and create new jobs for residents.

During the new normal period, traders must continue to comply with health protocols to prevent the spread of the Covid-19 outbreak, not only think about business or income to meet their needs, but first prioritize their own health and the health of their family.

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