

A red candle is lit on a wooden desk, casting a warm glow. In the background, there are several books stacked. In the foreground, a pocket watch with a coiled metal chain is visible. The overall scene is dimly lit, emphasizing the candle's light.

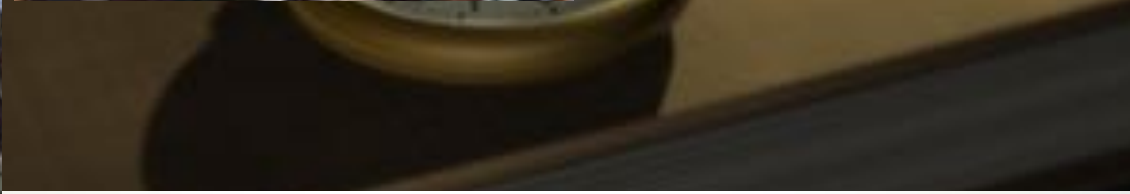
Periklanan sebagai Sistem

Suadi, Ph.D

Lab. Sosek Periklanan UGM

Definition

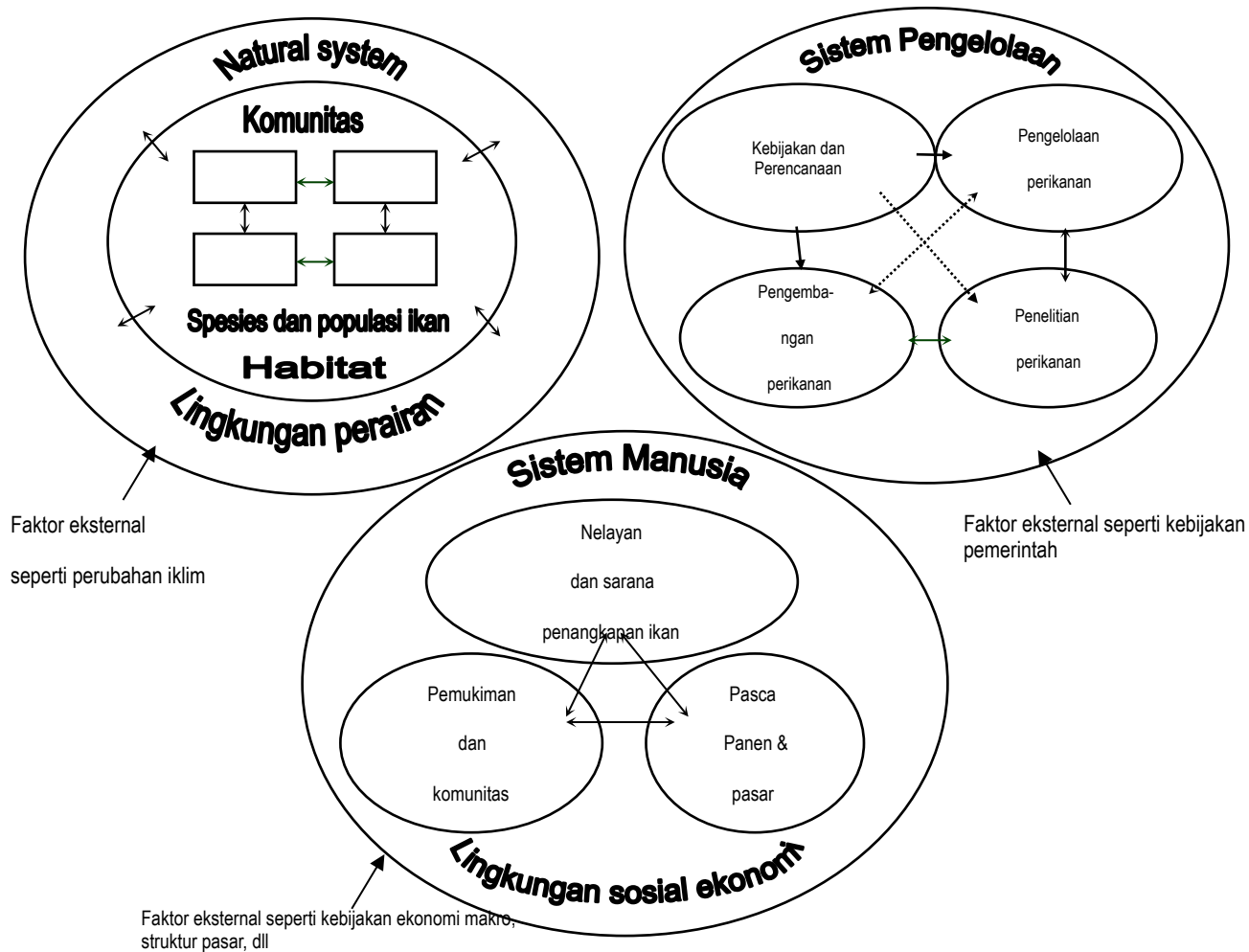
- Fishery is an activity related with the management and utilization of fish resources and its environment from pre-production, production, processing up to its marketing performed in a fishery business system (Law No. 45/2009 on Fishery)
- *a fishery refers to the interaction of human harvest activities, environmental conditions, and the population dynamics associated with one or more species of fish (Hackett 2006).*



FISHERIES IS A SYSTEM



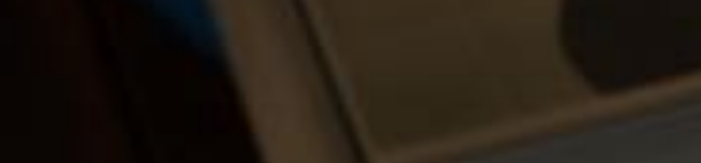
Sistem Perikanan

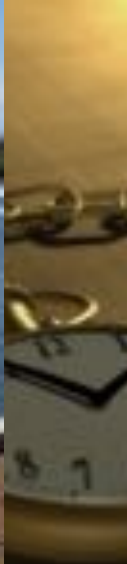


Sumber: Widodo dan Suadi 2006, modifikasi dari Charles 2001

Ragam perikanan









China



Norway

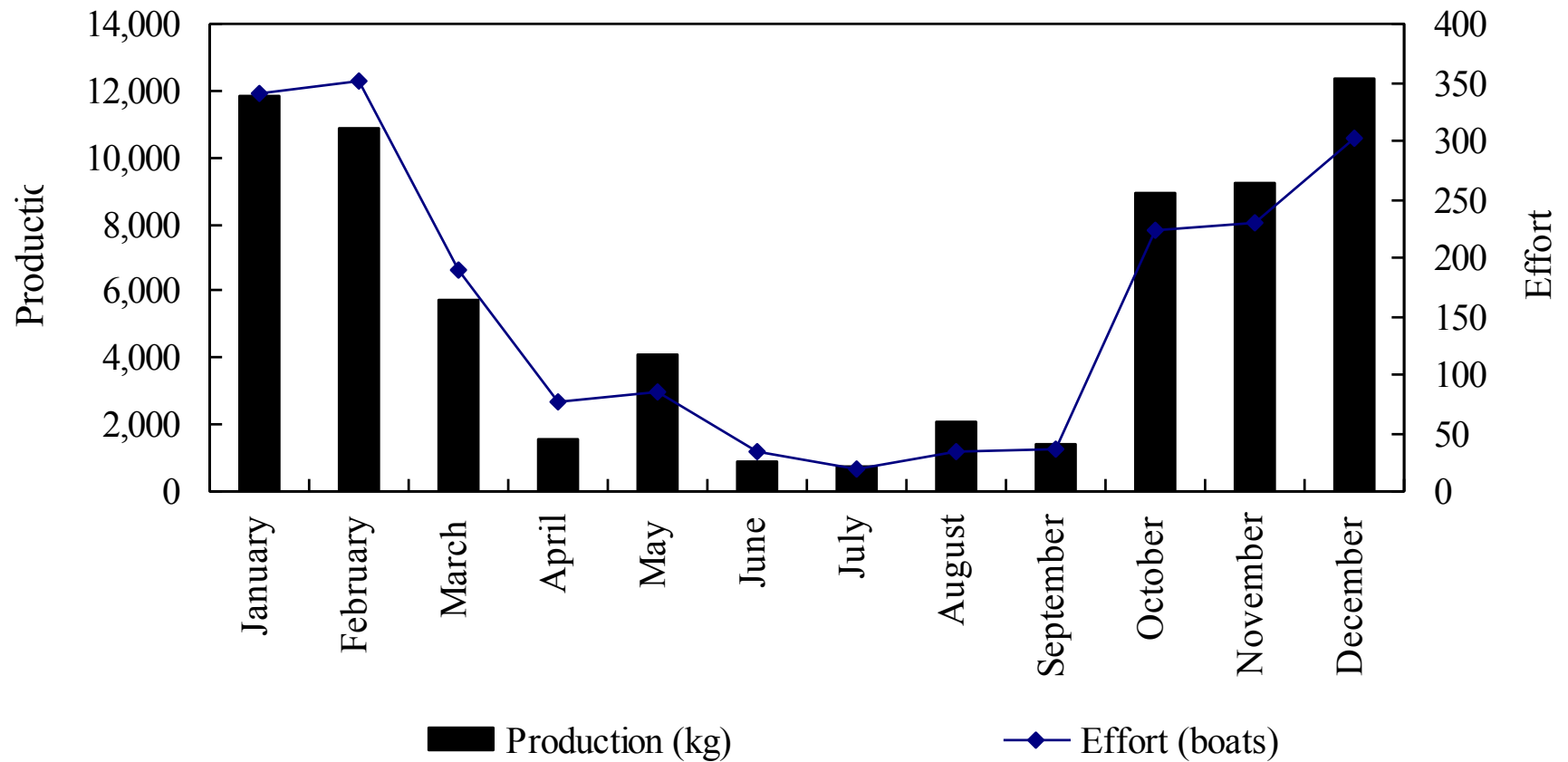




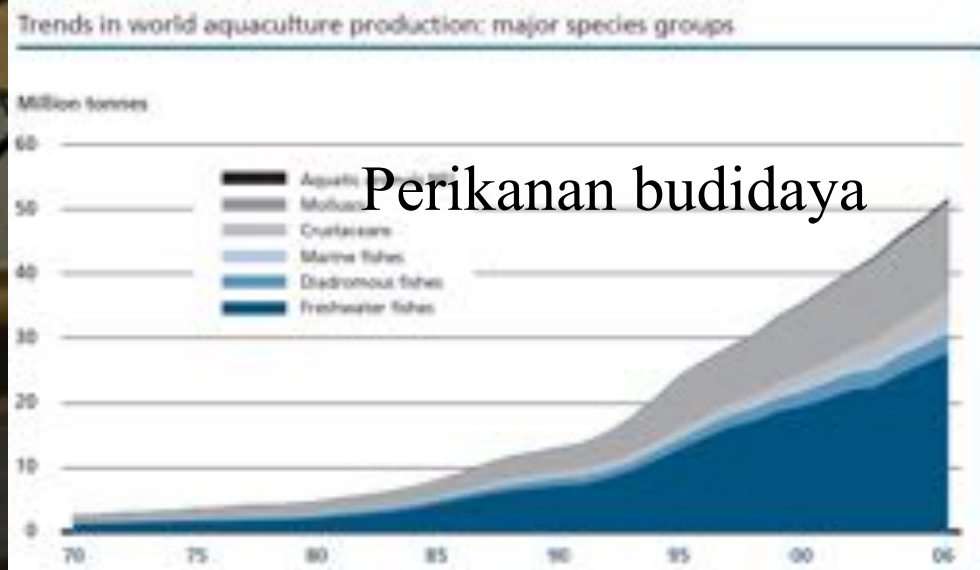
Dikotomi Perikanan subsisten, skala kecil dan skala besar

- Lokasi usaha (penangkapan/budidaya)
- Tujuan alami
- Tujuan terkait dengan penggunaan tenaga kerja
- Mode of production
- Kepemilikan
- Keterkaitan masyarakat
- Persepsi umum

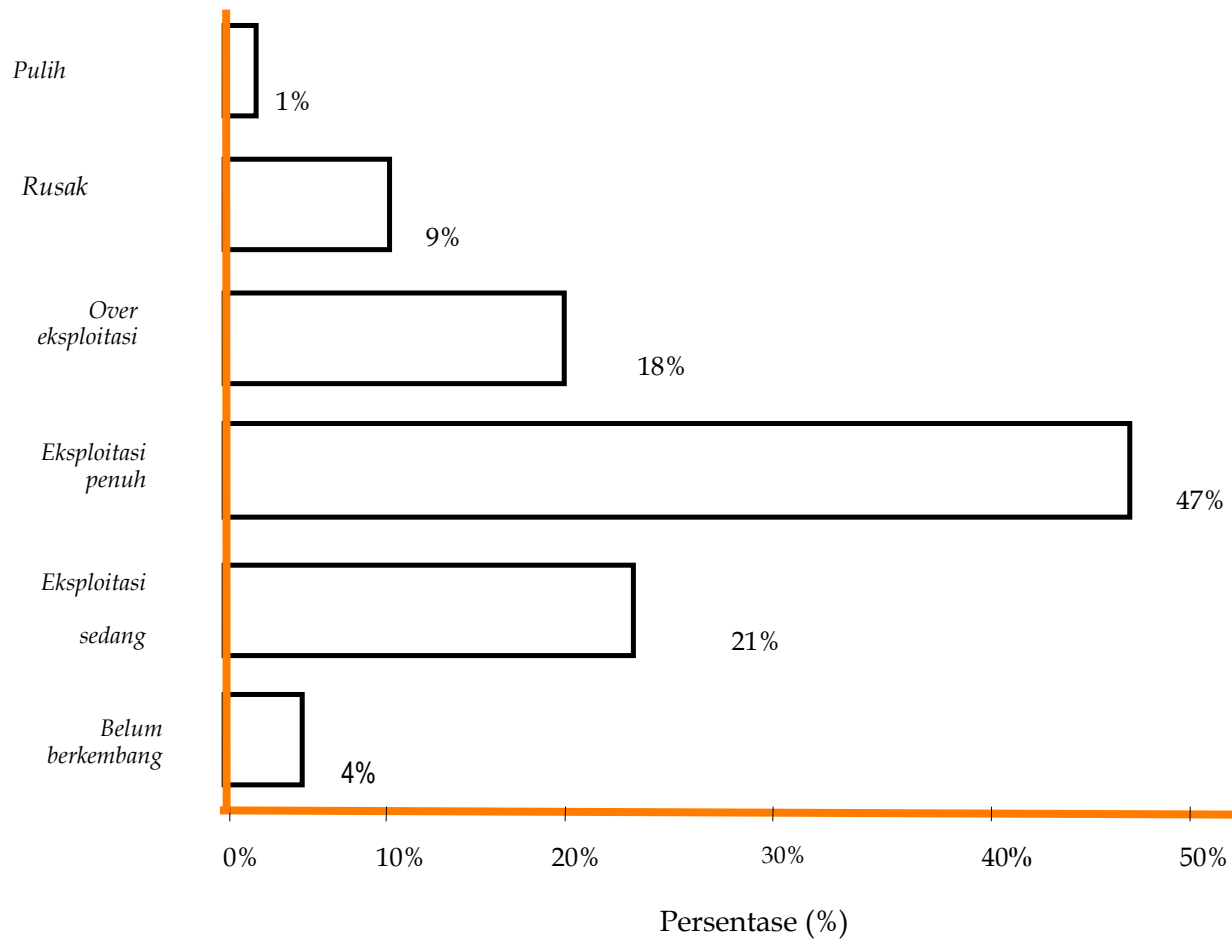
Musim dan Usaha Perikanan



Perikanan tangkap versus Perikanan budidaya

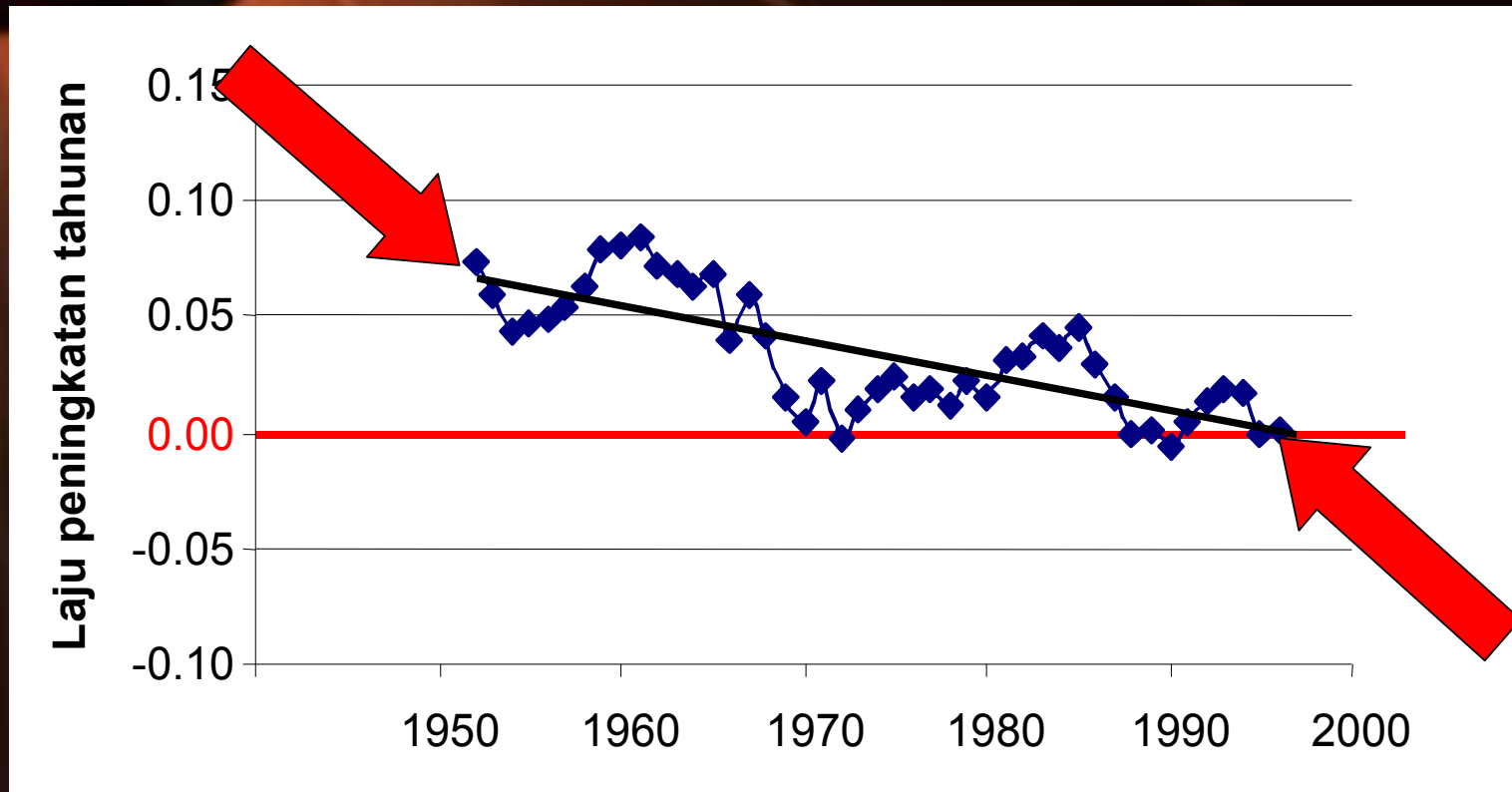


Kondisi Stok Ikan Dunia Tahun 1999



Penyebab ketidak-berlanjutan perikanan

- Keterbatasan laju peningkatan sumberdaya ikan.



- Kecenderungan perikanan tangkap Indonesia

Sources: Calculated from various series of Fisheries Statistics, Krisnandhi 1967



Bagaimana dengan pascapanen dan pemasaran?

Jalur Pemasaran dan Komponen yang Terlibat dalam Kegiatan Pemasaran (Studi Tataniaga Produk Perikanan Laut di DIY 2004)

Keterangan:

Pl = pengumpul lokal

R = pedagang eceran

G = Grosir

L = lembaga pelelangan

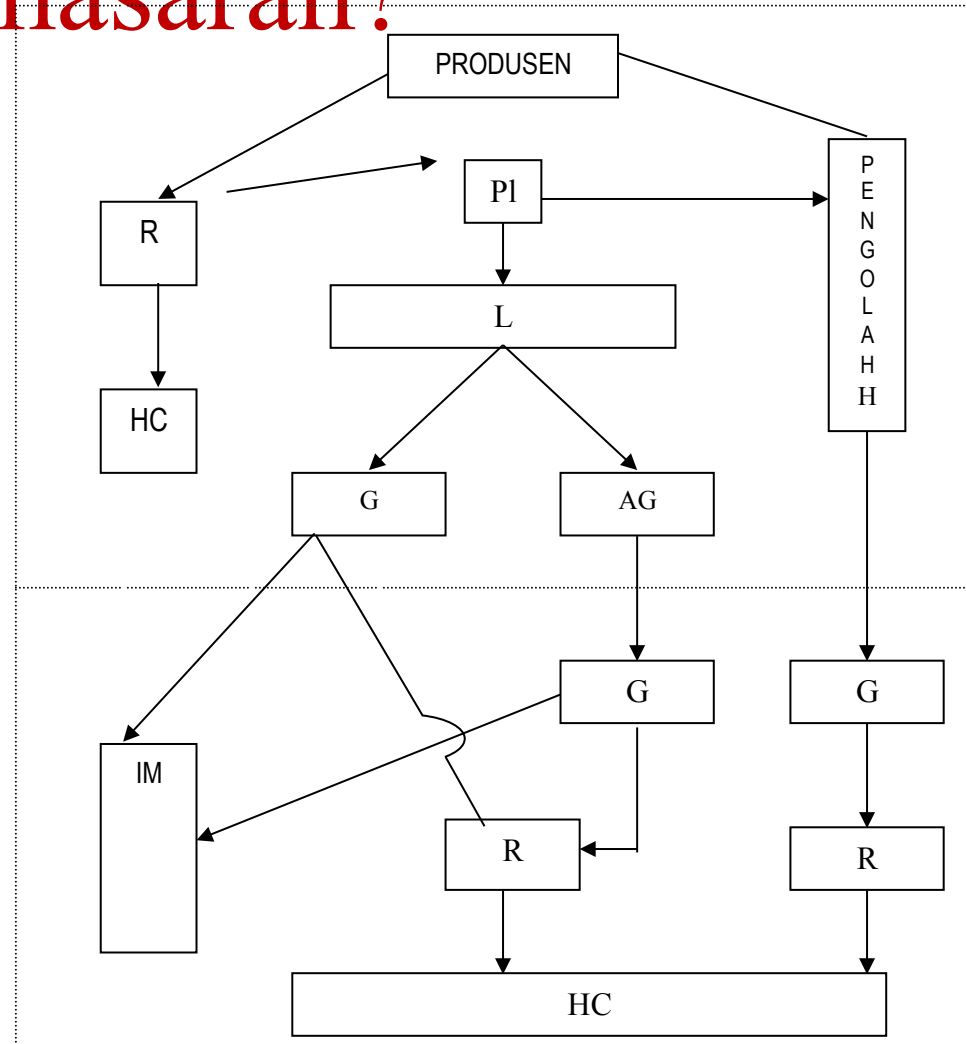
IM = institusional market

Ag = Agen grosir

HC = konsumen akhir (rumah tangga)

[Lelang](#)

<https://plus.google.com/photos/109117252139771582706/albums/5295606084489670465?banner=pwa&authkey=COeLlo-AnLrQUA>



Goods in traditional and modern society



<http://www.panoramio.com/photo/7142049>

Economic goods



http://www.msnbc.msn.com/id/40921151/ns/world_news-asia_pacific/t/fish-story-big-tuna-sells-record/#.T50t87Nc_gU

754-pound tuna sold for 20.2 million yen. The record-setting price translates to about \$526 per pound.