

# Community Preference towards Sea Fish in Tangor Market, Mentangor Village, Kulim District, Pekanbaru, Riau Province

## *Preferensi Masyarakat terhadap Ikan Laut di Pasar Tangor Kelurahan Mentangor Kecamatan Kulim, Pekanbaru Provinsi Riau*

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### Abstract

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This research was carried out in December 2023 at Tangor Market, Mentangor Village, Kulim District, Pekanbaru City, Riau Province, with the aim of 1) Analyzing people's preferences for marine fish, marine fish, and the relationship between people's preferences for sea fish at Tangor Market. The research method used was a quantitative survey, and the number of respondents in this research was 37 who bought sea fish. Meanwhile, to answer the research aim, the researcher used Likert Scale data analysis to answer the first and second aims, while to answer the third aim, the researcher used Spearman Rank data analysis. The results of the research show that people's preference for sea fish at Tangor Market has a total Likert Scale of 38, meaning that people's preference for sea fish at Tangor Market is quite good and sea fish at Tangor Market has a total Likert Scale of 57, meaning sea fish at Tangor Market is quite good. In this research, people's preference for sea fish is used as a variable with a value of 0.000, meaning the level of closeness of the relationship between the two variables is very low.

**Keywords:** Sea Fish, Society, Tangor Market, Preferences

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### Abstrak

Penelitian ini dilaksanakan pada bulan Desember 2023 di Pasar Tangor Kelurahan Mentangor Kecamatan Kulim Kota Pekanbaru Provinsi Riau dengan tujuan; 1) menganalisis preferensi masyarakat terhadap ikan laut; 2) menganalisis ikan laut; 3) Menganalisis hubungan preferensi masyarakat terhadap ikan laut di Pasar Tangor. Metode yang digunakan dalam penelitian adalah metode survei dengan menggunakan pendekatan kuantitatif dan jumlah responden sebanyak 37 orang yang membeli ikan laut. Selanjutnya menggunakan analisis data Skala Likert dan analisis data *Rank Spearman*. Adapun hasil penelitian yaitu preferensi masyarakat terhadap ikan laut di Pasar Tangor memiliki total Skala Likert 38 artinya preferensi masyarakat terhadap ikan laut di Pasar Tangor cukup baik dan ikan laut di Pasar Tangor memiliki total Skala Likert 57 artinya ikan laut di Pasar Tangor cukup baik. Dalam penelitian ini, preferensi masyarakat terhadap ikan laut dijadikan sebagai variabel X dan Ikan laut dijadikan sebagai variabel Y. Sedangkan hasil yang ditemukan dari hubungan preferensi masyarakat terhadap ikan laut di Pasar Tangor 0,000 artinya memiliki hubungan yang signifikan atau berkorelasi tetapi tingkat keeratan hubungan dari kedua variabel memiliki nilai 0,000 artinya tingkat keeratan hubungan kedua variabel sangat rendah.

**Kata kunci:** Ikan Laut, Masyarakat, Pasar Tangor, Preferensi

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## 1. Introduction

In general, society is a group of individuals or people who live together, which means social interaction, social change, and a sense of togetherness, derived from the Latin *socius*, which means friend. The term community comes from the Arabic word *syaraka*, which means participating and participating. In other words, the definition of society is a structure that experiences organizational and developmental tensions due to conflict between economically divided groups (Prasetyo & Irwansyah, 2020). Increasing public awareness, especially in managing healthy lifestyle patterns, is important to pay attention to create a better living environment (Hafiz et al., 2022).

Human life is a collective life with a social character, including needs, achievements, and pleasures. All human activities have a social character because everything is intertwined with customs, habits, and work systems, the distribution of profits, and the distribution of the fulfillment of certain needs that make a group of people. Unity is the presence of certain dominant thought patterns and habits. In other words, society is a group of people who, due to the demands of their needs and the influence of certain beliefs, thoughts, and ambitions, are united in collective life (Sulfan & Mahmud, 2018).

The occurrence of activities or activities carried out by humans ranging from small things to big things happens because the region or area has an attraction for humans to carry out economic and social activities. This attractiveness can be interpreted as where an area, region, and city has an excellent spatial structure, for example, a regional spatial framework that is composed of a constellation of activity centers that are hierarchical to each other and connected by a regional infrastructure network system, especially the transportation network (Triharto, 2016).

Sectors in the economy can be divided into three sectors: the primary sector, the secondary sector, and the tertiary sector. The primary sector is the sector that provides raw materials, and the secondary sector is the sector that manages raw materials to be converted into finished goods. The tertiary sector is the sector that functions to distribute goods and services produced by the secondary sector. Producers, distributors, agents, and traders carry out activities to distribute goods and services. Traders distribute goods and services directly to consumers. Generally, distribution activities are carried out in the market. The market is a meeting place between sellers and buyers. In economics, the meaning of market is broader than just a meeting place between sellers and buyers to carry out buying and selling transactions for goods or services. The market includes all demand, supply, and contacts or interactions between sellers and buyers to exchange goods and services (Indrawati & Yovita, 2014).

A trader is a person or entity that purchases and sells goods or services in the market. In the context of micro-businesses, micro-traders are a form of small-scale economic activity that is mainly carried out by some of the lower levels of society in the informal sector or subsistence economy, with the characteristics of not having high formal education, low skills, and many customers come from the lower class. Some workers are family and work on a labor-intensive basis in retail sales (Putra & Sudibia, 2017).

Fish is a perishable commodity that requires immediate handling after being taken (harvested) from the sea. This can be seen in fish that have just been caught in just a few hours. If they are given appropriate special treatment or handling, the quality of the fish will stay the same. Handling wet fish must begin immediately after the fish is removed from the sea (during harvesting) with low-temperature treatment and paying attention to cleanliness (sanitation) and health (hygienic) factors. Fresh fish still have the same characteristics as live fish: appearance, smell, taste, and texture. To guarantee the quality and food safety of fresh fish commodities marketed at home and abroad, the fish must meet all the provisions in the Indonesian National Standard Number 01-2729.1 of 2006 concerning Fresh Fish Specifications (Lestari et al., 2015).

In SNI 01-2729.1-2006 concerning specifications for fresh fish, it is explained that the body parts that receive attention to assessing the level of freshness of fish include 1) eye appearance; 2) gills; 3) body surface mucus; 4) flesh (color and appearance); 5) smell; 6) meat texture. Assessment based on SNI is called organoleptic assessment. Each assessment indicator still has further specifications, each given a different value weight depending on the conditions observed. Fresh fish is fish with a minimum score of 7 for each specification of the six existing assessment indicators, so overall, fresh fish is fish with a total score of 42 to 54. This means that fish with a score of less than 42 are included in the non-fresh fish category (Lestari et al., 2015).

The best fish to consume is fresh fish. If the fish is not treated well, the fish will quickly spoil due to the high-water content in the fish. The characteristics of good fresh fish are 1) Clear fish eyes, clear cornea, black pupil, and convex eyes; 2) Fresh red gills; if the quality has decreased, the gills will turn grey, slimy, and smelly; 3) The mucus is clear and has a typical fish smell. If it has rotted, the mucus becomes yellowish, sticky, and has a strong odor; 4) Fish scales are firmly attached, shiny, and covered with clear mucus. If it is not fresh, the scales come off easily, and the color fades; 5) The aroma of fresh fish has a distinctive fish smell. If it is not fresh, it smells bad and floats when placed in water; 6) Fresh fish flesh is elastic and bright in color. If pressed, it does not cause permanent marks. Rotten fish is pale, soft, and produces permanent traces if pressed (Realita et al., 2015).

Preferences are likes, choices, or things that consumers prefer. Consumer preferences are a person's choice of liking or disliking the goods or services consumed. Consumer preferences for one choice of product brand are formed through the evaluation of various brands in the various choices available. It can be concluded, in general, that preference is an attitude regarding the choice of something which is influenced by internal and external factors, which, in the end, can give rise to an attitude of rejection or acceptance depending on the individual's level of understanding of the stimulation. The level of consumer preference varies, depending on the consumer's perception. The preference factors are product, price, place or location, promotion, and atmosphere. These factors indicate consumer consideration in purchasing decisions (Syam et al., 2022).

Pekanbaru City Tangor Market is a traditional market quite far from Pekanbaru City. Even though the Tangor market is far from the center of Pekanbaru City, it is still included in the Pekanbaru area market. The journey from Pekanbaru to Jambi, Palembang, will pass through the Tangor market. Tangor Market is not that big, but it is unique and has competitive prices with the Pekanbaru City Center market. It is usually busy on Thursdays and Sundays because many products are bought and sold, including fishery products. Based on a survey conducted in 2023 at Tangor Market, fishery products or fresh sea fish sold by fresh sea fish traders come from outside the Riau region, such as West Sumatra and North Sumatra. The research objectives are to analyze people's preferences for marine fish and the relationship between people's preferences for sea fish in Tangor Market, Mentangor Village, Kulim District, Pekanbaru City, Riau Province.

## 2. Material and Method

### 2.1. Time and Place

This research will be carried out in December 2023 at Tangor Market in Tangor Market, Mentangor Village, Kulim District, Pekanbaru City, Riau Province. The research location was determined purposively because the location was a market location with fish traders who sold fresh sea fish to know people's preferences for fresh sea fish.

### 2.2. Method

The research method used was a survey. Adiyanta (2019) explains that survey research is a form of activity that has become a habit among people, and many of them have experience with this research as a separate form or another. Survey research was developed as a positivist approach to the social sciences. In research, the approach used is quantitative. Donatus (2016) said that the quantitative approach refers to the word quantity itself. Quantity means the amount or amount of something. A quantitative approach is an approach that is accumulating or collecting. In social research, statistical methods are the clearest representation of quantitative methods because there is a quantification process in this method, namely giving numbers to the quality of something.

### 2.3. Sampling Method

The population is the entire object or subject of research, while the sample is part of the population or is representative. A good understanding of the researcher is required to determine the correct sample, including determining the number. Errors in determining the population risk inaccurate data being collected and the research results not being of good quality, not representative, and not having good generalizability. A researcher's understanding of the population and sample is essential because it is one of the determinants in collecting data when conducting research (Amin et al., 2023).

The population in this study are people who buy sea fish at Tangor Market. Based on surveys and interviews conducted with sea fish traders at Tangor Market in 2023, the number of people who buy sea fish at Tangor Market is around 146 people every day. Based on this, the research sample was determined by accidental sampling. Sugiyono (2017) explains that accidental sampling is a technique for determining samples by chance, meaning that anyone who meets the researcher by chance can be used as a research respondent if the random person is deemed suitable as a data source.

Furthermore, Arikunto (2017) explained that if there are fewer than 100 subjects, the entire population will be the research sample; however, if the subject is more than 100 people, 10-15% or 15-25% can be taken. From this explanation, the researcher took 25% of the 146 people who bought fresh sea fish at Tangor Market. The results could be drawn from 25% of the 146, namely 36.5, so the total sample for this research was 37 people who bought sea fish at Tangor Market and will be used as respondents.

### 2.4. Data Analysis

A Likert Scale will measure people's attitudes, opinions, and perceptions regarding social phenomena to answer the first and second objectives regarding people's preferences for sea fish with sea fish at Tangor Market. Sugiyono (2017) explains that the Likert Scale measures attitudes, opinions, and perceptions of a person or group of people regarding phenomena that occur in social life. The Likert Scale used in this research is a Likert Scale that has been modified into five levels.

Table 1. Administration of the Likert scale

No	Category	Scale
1	Very Good	5
2	Good	4
3	Fairly Good	3
4	Not Good	2
5	Very Bad	1

Community preference variables for marine fish are in five categories: a) Very bad: score of 12-21, people's preference for sea fish at Tangor Market is very bad. b) Not good: score 22-31, people's preference for sea fish at Tangor Market is not good. c) Fairly good: Score 32-41, and people's preference for sea fish at Tangor Market is quite good. d) Good: Score 42-51, and people's preference for sea fish at Tangor Market is good. e) Very good: score 52-61, people's preference for sea fish at Tangor Market is very good.

Marine fish variables are in five categories: a) Very bad: score of 18-31, and the sea fish at Tangor Market are very bad. b) Not good: If you score 32-46, the sea fish at Tangor Market is not good. c) Fairly good: score 47-60, the sea fish at Tangor Market is quite good. d) Good: score 61-74, the sea fish at Tangor Market is good. e) Very good: A score of 75-88 means that the sea fish at Tangor Market is very good.

To find out the third objective, namely the relationship between people's preferences for sea fish at Tangor Market, spermen rank was used, and a correlation analysis was performed in the research. According to [Sugiyono \(2017\)](#), the Spearman rank correlation test is used to see the relationship or influence between the independent and dependent variables. The influence of knowledge, attitudes, and communication of residents on population participation in utilizing the mangrove rehabilitation program using the Spearman rank correlation formula:

$$r_s = \frac{6 \sum_{i=1}^n d_i^2}{N^2 - N}$$

- rs = Correlation coefficient rank spermen  
 in = Different ranking  
 n = number of samples of fishing groups

Table 2. Spearman rank analysis

No	Correlation coefficient	Level of relationship closeness
1	0.000-0.199	Very low
2	0.200-0.399	Low
3	0.400-0.599	Currently
4	0.600-0.799	Strong
5	0,800-1,000	Very strong

Source: [Sugiyono \(2017\)](#)

Using the Spearman rank correlation coefficient will determine whether or not each variable has a strong relationship. To make calculations more accessible, the data is processed using a computer using SPSS software. In this program, the criterion for significant decision-making by examiners is if  $p < 0.01$ , then the variable does not have a significant relationship with a confidence level of 0.99, and if  $P > 0.01$ , then the variable does not have a significant relationship or influence. Correlation values range from -1 to +1. Values that are close to -1 or +1 indicate a more substantial relationship or influence, while values that are close to zero are said to have a weak relationship or influence. A positive value indicates the direction of the relationship is unidirectional (if x increases, then y increases); conversely, if the resulting value is negative, then it states the direction of the relationship is inverse (if x increases, then y decreases) ([Sugiyono, 2017](#)).

### 3. Result and Discussion

#### 3.1. Community Preferences for Sea Fish at Tangor Market

Preferences are preferences, choices, or things that consumers prefer. Consumer preferences are a person's choice of liking or disliking the goods or services consumed. Consumer preferences for one choice of product brand are formed through the evaluation of various brands in the various choices available. It can be concluded, in general, that preference is an attitude regarding the choice of something that is influenced by internal and external factors, which, in the end, can give rise to an attitude of rejection or acceptance depending on the individual's level of understanding of the stimulation. The level of consumer preference varies, depending on the consumer's perception. The preference factors are product, price, place or location, promotion, and atmosphere. These factors indicate consumer consideration in purchasing decisions ([Syam et al., 2022](#)). People's preferences for sea fish at Tangor Market can be seen in Table 3.

Table 3. Community preferences for sea fish at Tangor Market

No	Research variable	Research Indicators	Average Score			Total score
1	Community preferences for sea fish at Tangor Market (Variable X)	a. Product	3	4	4	11
		b. Price	4	4	4	12
		c. place or location	3	3	4	10
		d. Promotion	1	1	3	5
Total Likert Scale			11	12	15	38

Based on Table 2, it can be seen that the indicators contained in people's preferences for sea fish at Tangor Market are product aspects, price aspects, place or location aspects, and promotion aspects with an average total Likert Scale score of 38, meaning people's preference for sea fish at the market. Tangor is quite good. This is in line with research by [Lestari et al. \(2015\)](#), which states that the level of freshness of fish in the Sunday market of Bengkulu City based on Indonesian National Standard Number 01-2729.1 of 2006 concerning Fresh Fish Specifications shows that fish in the morning is classified as fresh, in the afternoon only fish sardines experienced a decrease in freshness level. On average, the five types of fish were classified as not fresh in the afternoon.

### 3.2. Sea Fish at Tangor Market

Sea fish is a type of food obtained from sea products. Fish is a source of animal protein, which contains long-chain omega-3 fatty acids (DHA), which land products (animal and vegetable) lack and even lack, and omega-6, which plays a very significant role in growth and health ([Dewi et al., 2018](#)). Fish is a food that has a higher level of protein absorption than beef and chicken. Fish meat has shorter protein fibers than beef or chicken protein fibers. The results obtained from respondents regarding sea fish at Tangor Market are in Table 4.

Table 4. Sea fish at Tangor Market

No	Research variable	Research Indicators	Average Score			Total score
1	Sea Fish at Tangor Market (Variable Y)	a. Fish eye clear, cornea, clear, pupil, black, and eye convex	3	3	3	9
		b. Gill red, fresh	1	3	4	8
		c. mucus clear, and the smell of typical fish	3	3	4	10
		d. Fish scales attached, strong, shiny, and closed lenders clear	4	3	4	11
		e. aroma fish, fresh, smells, typical fish	3	4	3	10
		f. Meat fish, fresh, elastic, and color-bright	3	3	3	9
		Total Likert Scale	17	19	21	57

It can be seen in Table 3 that the indicators found in sea fish at Tangor Market are clear fish eyes, clear cornea, black pupil and convex eyes, fresh red gills, clear mucus, and a distinctive fish smell, strongly attached fish scales, shiny and covered in clear mucus, the aroma aspect of fresh fish has a distinctive fish smell, and fresh fish flesh is elastic and bright in color. It has an average Likert Scale score of 57, meaning the sea fish at Tangor Market is quite good. [Soparue \(2021\)](#) explains that fish is rich in minerals such as calcium, phosphorus, which is needed for bone formation, and iron, which is needed to form blood hemoglobin. Adequate nutrition is needed by every individual, including school-aged children. Furthermore, according to [Inara \(2020\)](#), based on these contents, there is a need to discuss the benefits of fish for body health.

However, based on the facts, fish consumption in Indonesia is still low. Based on the FAO report, Indonesian people's per capita fish consumption is lower than other ASEAN countries. In 2009, Indonesia's fish consumption level was recorded at 29.08 kg per capita per year; in 2010, it increased to 30.48 kg per capita per year ([Usman et al., 2023](#)). In 2012, fish consumption reached 33.89 kg per capita per year. Indonesian fish consumption in 2013 was only 35 kilograms per capita per year, while Malaysian and Singaporean fish consumption reached 56.2 kg and 48.9 kg per year. The low level of public consumption of fish is due to public knowledge regarding the nutritional content of fish, which is still low, as evidenced by the low level of fish consumption ([Prameswari, 2018](#)).

### 3.3. Relationship between Community Preferences for Sea Fish at Tangor Market

The relationship between people's preferences for sea fish at Tangor Market aims to see the continuity that arises from people's preferences for sea fish at Tangor Market. The results of the relationship between people's preferences for sea fish at Tangor Market can be seen in Table 5.

Table 5. Relationship between community preferences for sea fish at Tangor Market

Correlations			People's preferences for marine fish	Seafood
Spearman's rho	People's preferences for marine fish	Correlation Coefficient	.	.
		Sig. (2-tailed)	.	.
	Seafood	N	37	37
		Correlation Coefficient	.	1,000
		Sig. (2-tailed)	.	.
		N	37	37

People's preferences for sea fish are seen based on their purchasing behavior. People who buy sea fish are considered consumers, and consumer behavior includes the number of sea fish purchases in one month, predominantly more than four times. Things like this are adjusted to the number of consumers shopping at the market at least once a year. A week, while the amount of sea fish in one purchase is between 1 and 2 kg, where this purchase is adjusted to consumer needs. Meanwhile, the type of sea fish that many consumers choose is predominantly lemongrass fish. Consumers choose to consume sea fish because it has a tastier taste and better nutritional value (Ani et al., 2015). The relationship between people's preferences for sea fish at Tangor Market is 0.000, meaning it has a significant or correlated relationship. In contrast, the level of closeness of the relationship between the two variables is 0.000, meaning the level of closeness between the two variables is very low.

## 4. Conclusions

After carrying out this research regarding people's preferences for sea fish in Tangor Market, Mentangor Village, Kulim District, Pekanbaru City, Riau Province, the following conclusions were obtained: 1) The public's preference for sea fish at Tangor Market has a total Likert Scale of 38, meaning that the public's preference for sea fish at Tangor Market is quite good. 2) Sea fish at Tangor Market has a total Likert Scale of 57, meaning that the sea fish at Tangor Market is quite good. 3) The relationship between people's preferences for sea fish at Tangor Market is 0.000, meaning it has a significant or correlated relationship. In contrast, the level of closeness of the relationship between the two variables is 0.000, meaning the level of closeness between the two variables is very low.

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