

## Assessing Fisheries Activities at the Modern Fish Market in Muara Baru, North Jakarta

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### ABSTRACT

The Muara Baru Modern Fish Market, situated at Muara Baru Street No. 27 in North Jakarta, Indonesia serves as a contemporary hub for fish trade. This study aims to outline fishing activities and discern activity patterns between sellers and consumers within the market. Employing a qualitative descriptive method, this research leverages observation and literature study data collection techniques. The findings underscore the Muara Baru Modern Fish Market as a dynamic space for regular interactions between sellers and consumers, featuring distinctive activity patterns. Consumers engage in various activities, including dining at the food court and sourcing culinary ingredients. Interestingly, this pattern persists beyond specific hours, extending from the afternoon well into the midnight hours. The bargaining process and interactive exchanges between traders and consumers emerge as pivotal elements shaping the market's dynamics. This established routine not only ensures consumer comfort but also guarantees the sustained vitality of trade within the Muara Baru Modern Fish Market

## INTRODUCTION

Public awareness regarding the significance of high-quality fish has seen a notable increase. Quality fish not only enhances consumer confidence but also stabilizes selling prices (Afiyah *et al.*, 2019). Aligned with the public's demand for hygienic and healthy fishery products, the development of port-side fish markets is transitioning towards the Modern Fish Market (MFM) model, embracing cleanliness, hygiene, and modern concepts. Notably, the Muara Baru Modern Fish Market in North Jakarta stands as a testament to this transformation. The establishment of MFM aims to dispel the negative perception associated with traditional fish markets characterized as unclean and unhygienic. The government envisions that this innovative fish market concept will boost attraction and interest across diverse groups, including tourists, ultimately bolstering the income of traders and market managers.

## LITERATURE REVIEW

The Muara Baru Modern Fish Market holds strategic significance as a potential national fisheries center, given the substantial volume of fish transactions at the Muara Baru Fish Auction Center (FAC). Equipped with modern and hygienic facilities, the market anticipates enhancing the quality of fishery products, attracting both domestic and international buyers. The comprehensive facilities at MFM Muara Baru, including wet fish stalls, maritime stalls, food courts, chilling rooms, loading areas, and waste treatment facilities, underscore its commitment to modernization. With these resources, MFM Muara Baru aspires to operate optimally, emerging as Indonesia's premier modern fish market.



Figure 1. Muara Baru Modern Fish Market at North Jakarta, Indonesia

The development of MFM Muara Baru aligns with several core objectives, primarily aiming to boost community fish consumption in Jakarta and its environs. It serves as a comfortable, clean, and hygienic space that adheres to sanitation standards, ensuring the availability of high-quality, safe-to-consume fish. With an emphasis on sustainability, variety, and affordability, MFM Muara Baru seeks to become a central hub for fish distribution, encouraging increased fish consumption among the local population. The hope is that MFM Muara Baru will yield long-term benefits for all stakeholders in the fisheries supply chain and contribute to achieving the national fish consumption target, fostering a pilot project for future modern fish market development in Indonesia.

This research endeavors to scrutinize the activity patterns within the Muara Baru Modern Fish Market (MFM) in North Jakarta. Specifically, the study delves into the interaction dynamics between fish sellers and consumers, alongside analyzing the temporal aspects of fishery transactions at PIM Muara Baru. Through this examination, the research aspires to furnish a comprehensive understanding of shopping behaviors, seller-consumer dynamics, and the operational intricacies of modern fish markets. Valuable insights into activity patterns at PIM Muara Baru can be instrumental in refining service quality and operational efficiency, thereby ensuring customer satisfaction.

## **METHODOLOGY**

This study was conducted at the Muara Baru Modern Fish Market, situated at Jalan Muara Baru Ujung, Pompa Building Number 21, RT 21/RW 17, Penjaringan, Penjaringan District, North Jakarta, DKI Jakarta Province. Employing a qualitative descriptive method, which seeks to intricately depict the characteristics of a specific situation (Supranto, 2003), this research integrates both primary and secondary data. Primary data was directly gathered through participant observation and field interviews, employing observation techniques and literature studies. The observational focus encompassed market conditions, as well as the handling and management practices within the market. Complementing this, secondary data was extracted from journals, data from the Ministry of Maritime Affairs and Fisheries of the Republic of Indonesia, literature reviews, and assorted pertinent sources, intending to furnish a comprehensive dataset regarding activity patterns at MFM Muara Baru.

## **RESULTS AND DISCUSSIONS**

### **Location Overview**

Situated at Jalan Muara Baru No. 27, North Jakarta, the Muara Baru Modern Fish Market (MFM) is a state-of-the-art establishment. Its inception was in response to the mandates of Presidential Instruction Number: 7 of 2016 and Presidential Regulation Number: 3 of 2017, aiming to fast-track the development of the national fishing industry. The construction, completed in December 2018, repurposed the former Ministry of Fisheries and Maritime Affairs Training Agency Building in Muara Baru, covering 4.15 hectares with a building area of around 2 hectares. The project, costing IDR 150.69 billion, employed a design and build system executed by Pembangunan Perumahan Ltd. and Fajar Nusa Consultants Ltd. MFM Muara Baru, designed with a hygienic and modern concept, offers a comprehensive shopping experience for various fishery products.



Figure 2. Condition of the Muara Baru Modern Fish Market

This innovative establishment pioneers "one stop shopping," aspiring to create a market that is clean, comfortable, safe, and devoid of dampness and odors, meeting stringent standards of sanitation and cleanliness. MFM Muara Baru provides quality, safe, continuous, diverse, and affordable fish, coupled with services facilitating seamless transactions. Beyond its commercial role, this market serves as a tourist destination in North Jakarta. With opening hours from 17:00 to midnight (Western Indonesian Time), although traders usually commence preparations from 15:00 WIT, MFM Muara Baru is strategically positioned to cater to a diverse audience.

The management of the Muara Baru Modern Fish Market falls under the purview of the Indonesian Fisheries Corporation (Perindo), designated as the temporary manager as per the Decree of the Director General on Strengthening the Competitiveness of Marine and Fishery Products No. 130/KEP-DJPDSPKP/2018. Collaborating with Perindo are various entities like Fish Loading and Unloading Workers (TKBMI), Swakarsa Community Security Force (Pamswakarsa), and parking management (KOPARKIN). The market's operations adhere to sanitation and hygienic principles, emphasizing cleanliness and health, crucial for ensuring the safety of the products for consumption. In President Joko Widodo's address during the inauguration of MFM Muara Baru, there was an expressed hope that this market would revolutionize the public's perception of a fish market, transforming it from a place perceived as dirty and malodorous to a clean and modern hub. The overarching vision is for the Muara Baru Modern Fish Market to evolve into a pivotal marine and fisheries business center in DKI Jakarta, delivering quality, safe, and affordable fishery products. Beyond economic contributions, the market is expected to elevate national fish consumption, become a prominent tourist destination in the marine and fisheries sector, and serve as a dynamic platform for promotion, education, and information for industry players and the local community.

#### **Types of Fish Available for Sale**

According to data from the Ocean Fisheries Port, the Muara Baru Fishing Port consistently brings to market approximately 400 tons of fish daily, generating an average turnover between IDR 8 to 10 billion. These fish hail from the coastal regions of Lampung, Banten, West Java, Central Java, and East Java. The market showcases a rich diversity of marine and freshwater species, including mackerel, squid, tuna, snapper, shrimp, catfish, pomfret, and tilapia.

Table 1. Fish Varieties at the Muara Baru Modern Fish Market

Fish Category	Fish Type
Saltwater Fish	1) Indian Mackerel ( <i>Rastrelliger</i> sp.)
	2) Tuna ( <i>Euthynnus affinis</i> )
	3) Snapper ( <i>Lutjanus</i> sp.)
	4) Squid ( <i>Loligo</i> sp.)
	5) Shrimp ( <i>Caridea</i> )
Freshwater Fish	1) Patin catfish ( <i>Pangasius</i> sp.)
	2) Pomfret ( <i>Bramidae</i> )
	3) Tilapia fish ( <i>Oreochromis mossambicus</i> )

Products, in this context, include anything presented to the market to capture consumers' attention and meet their needs. The Muara Baru Modern Fish Market strategically taps into this concept by offering a range of sea and freshwater fish, accommodating varied consumer preferences in taste, texture, and nutritional content. Beyond catering to diverse needs, this product diversity enhances market competitiveness and widens its market share. Through this approach, the market attracts consumers from various backgrounds, bolstering overall consumer satisfaction.

The Muara Baru Modern Fish Market holds significant potential in the Indonesian fishing industry, marketing approximately 400 tons of fish daily. Besides serving as a crucial fish distribution center in Jakarta and its surroundings, the market contributes substantially to the local economy and supports fish traders. The extensive selection of fish, sourced from diverse Indonesian regions, promotes the nation's rich fish biodiversity and contributes to an increase in national fish consumption. Consequently, MFM Muara Baru stands as a beacon of effective market management and a model for enhancing national fish consumption in Indonesia.

#### **Activity Patterns of Sellers at Muara Baru Modern Fish Market**

Fish sellers at the Muara Baru Modern Fish Market commence their activities at 15:00 Western Indonesian Time (WIT). Arriving at the market via diverse transportation modes such as public transit, private vehicles, or walking through the main entrance, those using public transport or on foot can directly access the market area. Conversely, sellers in private vehicles must first park in the designated area before entering. Upon arrival, some sellers head straight to their stalls, while others may stop at the ATM, restroom, or the mosque within the Muara Baru MFM area.

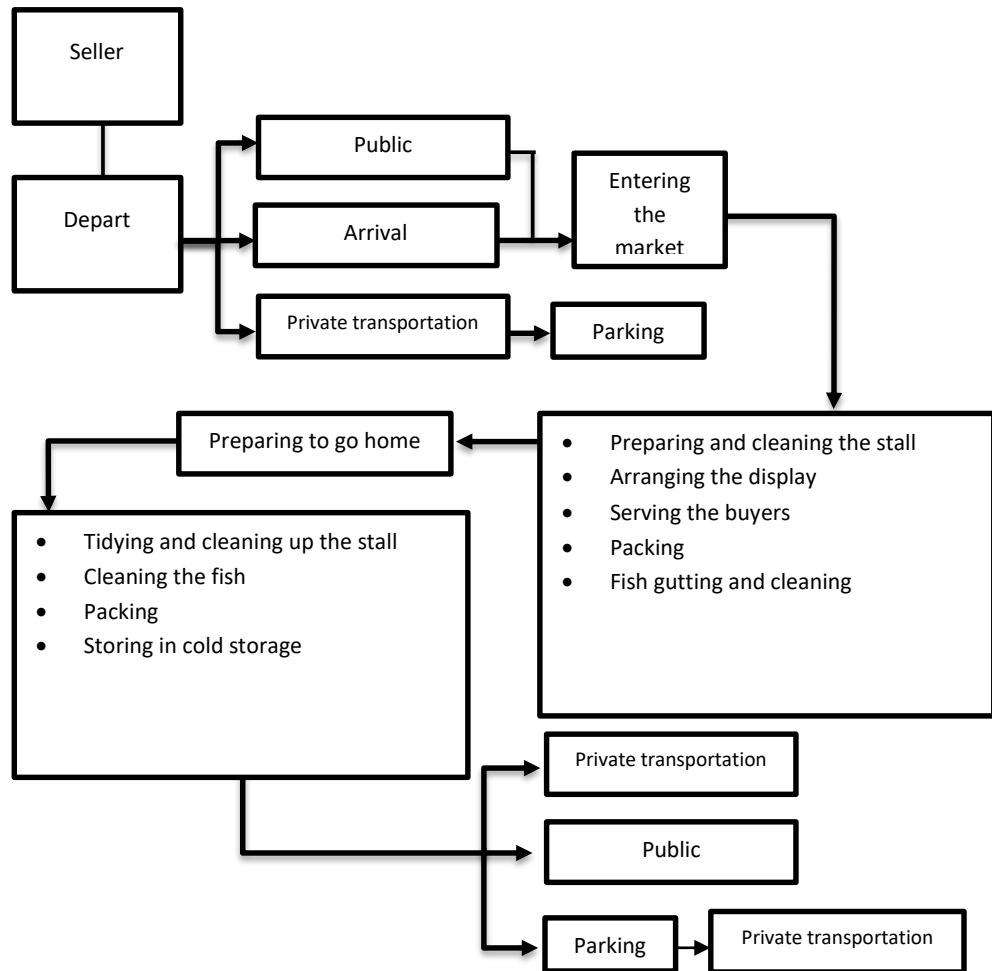


Figure 3. Seller Activity Patterns

Upon reaching their stalls, sellers engage in preparing and cleaning tables, arranging the fish for sale, and organizing the display. Simultaneously, food sellers set up tables and chairs for on-the-spot dining, and they start organizing cooking utensils and ingredients. Among food sellers, two types are observed: those preparing ingredients post-order and those with pre-prepared dishes ready for immediate service. Fish-selling activities commence with price negotiations with potential consumers. Following an agreement, sellers clean and cut the selected fish as per the buyer's request. Post-transaction, the fish is carefully packed for freshness during transit, either by wrapping or placing it in an insulated container with ice and salt to maintain freshness until consumer processing. After the market's buying and selling activities conclude, fish sellers prepare to leave by tidying and cleaning their trading tables. This maintenance ensures the table remains clean for the following day, preventing any fishy smells or unsightliness. Subsequently, unsold fish is cleaned, repackaged, and stored in cold storage for resale.

Meanwhile, food sellers clean dining and trade tables, storing remaining ingredients in refrigerators for the next day's processing. For those offering ready-to-eat food, any unsold items are either wrapped for takeaway or disposed of if unsuitable for the next day. This meticulous approach guarantees that food

served to consumers is consistently in good condition. Upon leaving the market, both fish and food sellers utilize various transportation modes like private vehicles, public transit, or walking to return home.

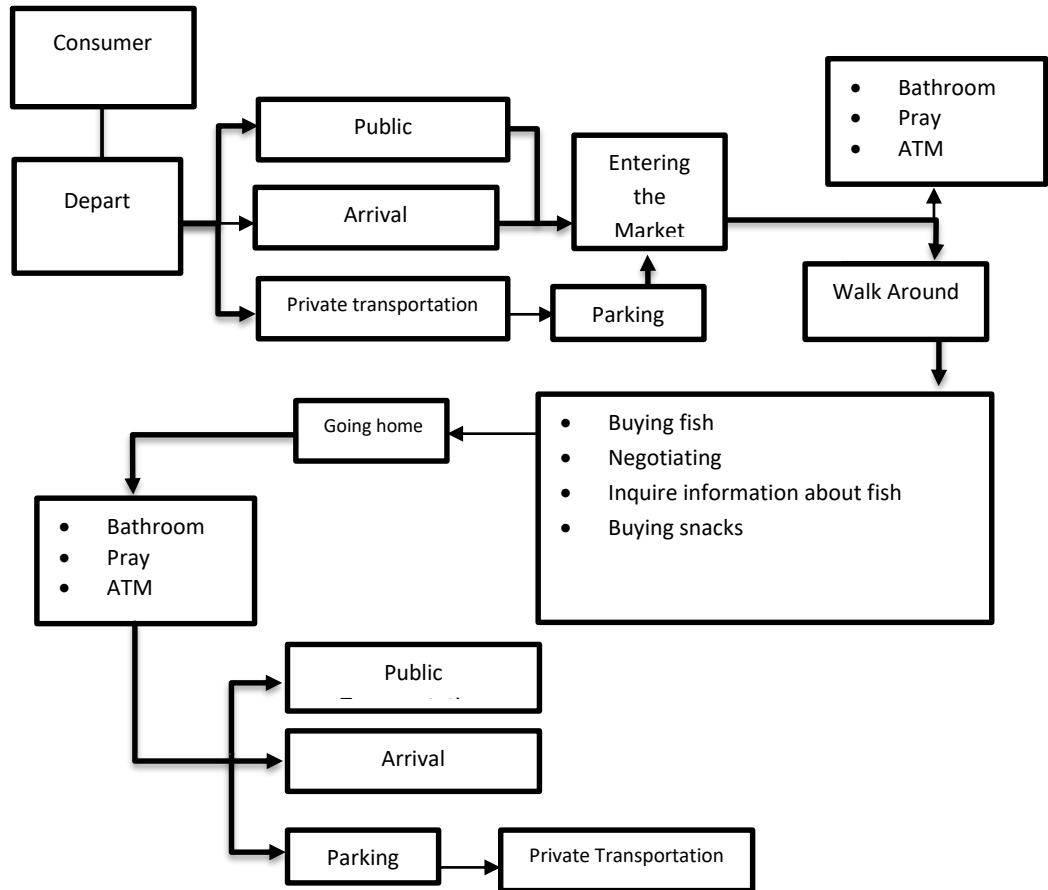


Figure 4. Consumer Activity Patterns

Consumers commence their activities at the Muara Baru Modern Fish Market (MFM) around 16:00 WIT, converging on the market. Some navigate the market to find their preferred fish type, while others head straight to their trusted seller's stall. Bargaining over prices is a common practice among consumers as they seek the desired fish, often accompanied by inquiries about the various fish and food offerings from both fish and culinary traders. The interactions between sellers and consumers exhibit consistent and regular activity patterns. The adherence to rules, embodied in the form of a hygienic and modern market concept, establishes predictability in consumer experiences. Although the fundamental buying and selling activities are inherently irregular, the application of the modern market concept imparts a sense of structure to the interactions between traders and buyers.

Activities at MFM generally commence at 15:00 WIT, extending until 01:00 in the morning, with occasional 24-hour trading. The interdependence of activity patterns between sellers and consumers is evident in the bargaining process, market entry, and their departure. Both groups synchronize their activities

within the market, entering and arriving simultaneously. This synchronized pattern contributes to the efficiency of trading activities, enhancing service quality and comfort at the Muara Baru Modern Fish Market. Consequently, the interrelated and regular activity patterns of sellers and consumers have transformed MFM into a contemporary, bustling fish market from morning till early morning.

## **CONCLUSIONS AND RECOMMENDATIONS**

Fishing activities at the Muara Baru Modern Fish Market (MFM) span from 15:00 to 01:00 in the early morning. PIM Muara Baru stands as Indonesia's pioneering modern fish market, embodying the one-stop shopping concept for diverse fishery products. The developmental objective of MFM Muara Baru is to establish a fish market that is not only clean and comfortable but also adheres to sanitation and hygienic standards, offering high-quality, safe-to-consume fish with continuous availability, diverse types, and affordable prices. The Muara Baru Modern Fish Market predominantly trades in marine fish like mackerel, squid, tuna, snapper, and shrimp. Additionally, freshwater fish, such as catfish, pomfret, and tilapia, are part of the market's diverse offerings. The observed activity pattern within the market is sequential, encompassing the arrival of market users, interactions between sellers and buyers, and the departure of market users. This structured activity pattern reflects the meticulous planning of a modern fish market, designed to ensure satisfaction for all participants.

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