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Analysis of Marketing Channels and Income of Catfish Farming Business of Sangkuriang Bhakti Farm Perspective of Islamic Economic Law

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Abstract

This study aims to analyse the marketing efficiency and income of sangkuriang catfish farming business in Bhakti Farm Ciledug, Tangerang from the perspective of Islamic economic law. The research was conducted from December 2022 to March 2023 using qualitative and quantitative methods through a case study approach and interview techniques with business owners. The results identified two marketing channels, namely: (1) Cultivators - middlemen - large traders - small traders, and (2) Cultivators - small traders. Marketing efficiency analysis showed that both channels were efficient with an EP value of <1, where marketing channel II (Cultivators - small traders) was more efficient with an EP value of 0.075 and a marketing margin of IDR 5,000. In terms of income, production in the harvest period averaged 5,062 kg with production costs of Rp. 58,541,000 and revenue of Rp. 96,178,000 (selling price of Rp. 19,000/Kg). The income received by Bhakti Farm with a pool area of 210 m2 is Rp. 37,596,600, which means TR> TC, so that the sangkuriang catfish farming business at Bhakti Farm is proven to be profitable. In the perspective of Islamic economic law, Bhakti Farm's marketing practices must be transparent, fair, and avoid prohibited elements such as usury, gharar, and maysir. Profits obtained must be halal and not harm other parties. The fish farming business must also be environmentally friendly and provide benefits to the welfare of the surrounding community. In addition, Bhakti Farm is expected to apply Islamic business ethics such as honesty, trustworthiness, and professionalism in running its business.

Kata Kunci: *Marketing Channel; Marketing Margin; Marketing Efficiency; Production Cost; Islamic Economic Law*

Abstrak

Penelitian ini bertujuan untuk menganalisis efisiensi pemasaran dan pendapatan usaha budidaya ikan lele sangkuriang di Bhakti Farm Ciledug, Tangerang dari perspektif hukum ekonomi Islam. Penelitian dilakukan dari Desember 2022 hingga Maret 2023 menggunakan metode kualitatif dan kuantitatif melalui pendekatan studi kasus dan teknik wawancara dengan pemilik usaha. Hasil penelitian mengidentifikasi dua saluran pemasaran, yaitu: (1) Pembudidaya - tengkulak - pedagang besar - pedagang kecil, dan (2) Pembudidaya - pedagang kecil. Analisis efisiensi pemasaran menunjukkan bahwa kedua saluran tersebut efisien dengan nilai EP <1, di mana saluran pemasaran II (Pembudidaya - pedagang kecil) lebih efisien dengan nilai EP 0,075 dan margin pemasaran sebesar Rp 5.000. Dari segi pendapatan, produksi pada masa panen rata-rata mencapai 5.062 kg dengan biaya produksi Rp. 58.541.000 dan pendapatan Rp. 96.178.000 (harga jual Rp. 19.000/Kg). Pendapatan yang diterima Bhakti Farm dengan luas kolam 210 m2 adalah Rp. 37.596.600, yang berarti TR> TC, sehingga usaha budidaya ikan lele sangkuriang di Bhakti Farm terbukti menguntungkan. Dari perspektif hukum ekonomi Islam, praktik pemasaran Bhakti Farm harus transparan, adil, dan menghindari unsur-unsur yang dilarang seperti riba, gharar, dan maysir. Keuntungan yang diperoleh harus halal dan tidak merugikan pihak lain. Usaha budidaya ikan juga harus ramah

lingkungan dan memberikan manfaat bagi kesejahteraan masyarakat sekitar. Selain itu, Bhakti Farm diharapkan menerapkan etika bisnis Islam seperti kejujuran, amanah, dan profesionalisme dalam menjalankan usahanya.
Kata Kunci: *Saluran Pemasaran; Margin Pemasaran; Efisiensi Pemasaran; Biaya Produksi; Hukum Ekonomi Islam*

Introduction

The role of the fisheries subsector in national economic development is significant. Indonesia has a variety of fisheries resources, including capture fisheries and aquaculture that can contribute to economic growth. Efforts to improve fisheries management, investment in infrastructure and technology, and awareness of the importance of sustainability are expected to encourage the growth and competitiveness of the fisheries business in Indonesia (Kusdiantoro et al., 2019; Widiyarini & Latuconsina, 2022). Data released by the World Food and Agriculture Organisation (FAO), places Indonesia in second place as a producer of aquaculture products after the People's Republic of China with a total fish production of 14.8 million tonnes. The Directorate General of KKP said there is an increasing global trend in aquaculture, which is almost comparable to the production of capture fisheries and predicts that the trend of aquaculture will increase and has a very promising opportunity in 2030 (Ranitta, 2022).

One type of freshwater fishery that is widely cultivated is catfish (Suhara, 2019). Catfish has several advantages, including a favourable feed-to-meat ratio, where every additional 1 kg of feed can produce an additional 1 kg of catfish weight. Flexibility in catfish farming makes it easier for farmers to do their business because it can be done in various pond media such as square and round tarpaulin ponds, soil ponds, plastic ponds / tanks or with an intensive system (Prihatini, 2019). The Indonesian government also provides support and incentives for the development of the fisheries sector, including catfish farming. Government programmes such as technical assistance, mentoring, and training help farmers improve the quality and productivity of their sangkuriang catfish farming business. In addition, research and innovation continue to be conducted to improve catfish farming technology and maximise production yields. The findings of research conducted by Wibowo et al., (2022), concluded that the Banyu Urip catfish farming business is profitable because its income exceeds the break-even point (BEP), which is Rp. 8,312,500 per production.

Bhakti Farm is a sangkuriang catfish farming business located at Jl. Bakti Permai, Ciledug, Tangerang City, which focuses on catfish enlargement in tarpaulin ponds. Sangkuriang catfish (Clarias Sp.) as one of the most popular species to be cultivated in Indonesia. The characteristic of this fish is a long and slender body and a greyish or blackish

body colour. Widely cultivated because it has fast growth and can adapt to various environmental conditions making this fish easy in various types of systems, including with soil pond media, tarpaulins or intensive systems or dense stocking (Alimaturahim et al., 2024). But it must still be considered in the selection of seeds from quality and certified broodstock so that the cultivation of sangkuriang catfish is successful.

The number of ponds owned by Bhakti Farm as of January 2023 is 14 tarpaulin ponds with a size of 3x5 m2. The owner said the full capacity of the ponds owned could be up to around 90 thousand sangkuriang catfish. From the researcher's observation based on an interview with the owner of Bhakti Farm, there are several obstacles faced in the catfish farming business such as limited transportation facilities such as refrigeration trucks or suitable vehicles, supply chains that are not well coordinated. Lack of engagement between producers, traders and retailers can result in delays in the distribution of catfish, stock shortages in the market, or lack of accurate information on market demand.

Price uncertainty, which experiences unpredictable fluctuations, mainly due to changing market factors to the problem of lack of understanding of marketing strategies and identification of target markets. In addition, the cost of catfish pellets is also an issue that affects Bhakti Farm owners. The price of pellets has a significant impact on variable costs in sangkuriang catfish farming. This causes the owner to feel difficult due to the high cost of running a sangkuriang catfish farming business. For this reason, it is important to gain an understanding of the things that affect farming income in order to reduce the production costs of sangkuriang catfish at Bhakti Farm.

An effective marketing strategy is needed to keep farmers' income stable. Reliability in marketing is very important because sangkuriang catfish has a high risk of mortality. Choosing the right channel allows fresh sangkuriang catfish to be delivered to consumers quickly. Marketing that is too far away often risks causing catfish mortality and causing a decrease in capacity (shrinking), which in turn will reduce the selling price. Based on the description above, researchers are interested in analysing the efficiency of marketing channels and the income level of Bhakti Farm in Ciledug.

In the perspective of Islamic law, economic activities such as cultivation and marketing of Sangkuriang catfish must be carried out in a halal manner and avoid elements that are prohibited, such as usury (interest), gharar (uncertainty), and maysir (gambling), (Fafizd et al., 2023). In addition, marketing practices must be conducted in a transparent and fair manner for all parties involved, without any element of fraud, cheating, or exploitation (Jaelani et al., 2020). Profits obtained must come from halal activities and not harm other parties, (Ayunda &

Kusuma, 2021). Islam also recommends that economic activities can provide benefits and welfare for the community at large, not just benefit a few parties, (Dharmayanti & Aziz, 2024). Therefore, Bhakti Farm is expected to contribute positively to the environment and the surrounding community, such as creating jobs or distributing some of the profits for social purposes. In addition, the practice of sangkuriang catfish farming must also be environmentally sound and not pollute or damage the surrounding nature.

Methods

This research was conducted in December 2022 - April 2023, located at Jl. Bakti Permai No.60, Ciledug, Tangerang City, Banten. The object of this research is the Sangkuriang catfish farming business at Bhakti Farm. The research methods used are qualitative and quantitative methods with a case study approach, (Yusanto, 2020; Hasibuan et al., 2022). The use of the case study method in research is conducted within limited boundaries, so the results cannot be applied generally. The case study method was chosen as the approach in this research because the method is in accordance with the conditions and needs at the research location, (Panalar, 2020). Researchers chose qualitative and quantitative research methods for the main reason of being able to present a more comprehensive picture of the analysis of marketing channel efficiency along with the income of Bhakti Farm's sangkuriang catfish farming enlargement business in Ciledug in accordance with the reality in the field. By using this approach, it is expected that researchers can describe in depth the actual situation and then produce conclusions that can test and develop existing theories.

The data sources in this research are primary and secondary data (Lubaba, 2020). Primary data is obtained directly through observations and interviews with Bhakti Farm owners who run the sangkuriang catfish farming business. Meanwhile, secondary data is obtained from various sources, such as cost records owned by Bhakti Farm owners, literature, books, and research relevant to the topic discussed. To answer the first problem or hypothesis 1 related to marketing channel efficiency, researchers will analyse three main aspects, namely marketing margin, profit and marketing efficiency. Marketing channels refer to the involvement of a series of marketing institutions in distribution activities, which aim to transfer products and their ownership from the production environment to the consumption environment (Kotler, in Hasmurullah et al., 2018).

Based on observations in the field, there are two marketing channels for sangkuriang catfish in Bhakti Farm, namely (1) Cultivators - Middlemen /collectors - Large traders - Small traders - Final consumers, and (2) Cultivators - Small traders - Final consumers. Differences in

marketing channels and channel length have an impact on the price level, profit share, costs, and marketing margins received by each sangkuriang catfish marketing institution in Bhakti Farm, (Hasmurullah et al., 2018). Marketing margins play an important role in estimating the costs and profits of each marketing institution, and in determining the percentage of the price received by farmers. In addition, it can be used to evaluate marketing efficiency, the greater the percentage of price received by the cultivator, the more efficient the marketing channel. The formula used in assessing the marketing margin is as follows, (Pratiwi et al., 2019):

MP = Pr - Pf
Where:
MP = Marketing Margin
Pr = Price at consumer level
Pf = price at the cultivator level

Furthermore, in obtaining information about marketing costs and profits incurred by each marketing institution, it can be analysed with the following formula, (Tobing et al., 2021):

Sbij = [cij/(Pr-Pf)] x [100%]
Cij = Hjj–Hbj–πij
Skij = [πij/(Pr–Pf] x [100%]
πij = Hjj–Hbj
Where:

Cij: The cost of carrying out the i-th marketing function by the j-th marketing organisation.

Sbij: Percentage of costs allocated to carry out the i-th marketing function by the jth marketing organisation.

Skij: Percentage share of profit earned from carrying out the i-th marketing function by the jth marketing institution.

πij: The profit of the jth marketing institution.

So that in answering the first problem or hypothesis related to the analysis of marketing efficiency, the formula and decision-making criteria are used as follows (Pratiwi et al., 2019):

EP = marketing cost/end consumer price

The decision criteria are

1. If the EP value < 1, then the marketing of sangkuriang catfish in Bhakti Farm is efficient.
2. If the value of EP > 1, then the marketing of sangkuriang catfish in Bhakti Farm is inefficient.

Then, to answer the problem or test the second hypothesis relating to the analysis of the income level of catfish farmers in Bhakti Farm using the following formula (Ramadhani, 2021):

TC = FC + VC

TR = P x Q

π = TR - TC

Where:

TC : Total Cost

FC : Fixed Cost

VC: Variable Cost

TR : Total Revenue

P : Price of Sangkuriang Catfish

Q : Total harvest of Sangkuriang Catfish

π : Income

The decision-making criteria are as follows (Prianto et al., 2022);

1. If the value of TR > TC, then the income level of sangkuriang catfish farming at Bhakti Farm is profitable.
2. If the value of TR = TC, then the income level of sangkuriang catfish farming at Bhakti Farm reaches a break-even point, no profit and no loss.
3. If the value of TR < TC, then the income level of sangkuriang catfish farming in Bhakti Farm is not profitable.

Marketing Channels Concept

Marketing channels or other terms are marketing distribution is an important part of the marketing strategy whose job is to connect producers and consumers or intermediaries. Marketing channels also function in distributing products, both goods and services, to consumers (Andi, 2022). Furthermore, a marketing channel is a collection of organisations or institutions that depend on each other in helping to provide products for consumption by consumers (Putri et al., 2018). Farmers have flexibility in designing their marketing channels to make products and services available to customers in a variety of ways. Each level of the channel involves a marketing intermediary, performing various tasks to bring the product and its ownership closer to the end buyer. Both producers and end consumers are involved in this set of tasks, making them part of all channels (Hazen et al., 2022).

Marketing margin refers to the price difference between two market levels, which in this study means the difference between the price paid at the consumer level and the price received by farmers. This arises because of the existence of marketing channels (Dey & Singh, 2023). The main problem in marketing related to the problem of marketing margins in distribution channels is that the longer or more marketing channels, the higher the marketing costs, and the more inefficient, which in turn will increase marketing margins (Ardillah & Hasan, 2020). Marketing costs that can be minimised will make efficiency in marketing more efficient, so that marketing profits can increase. Another factor in marketing efficiency is not too high a price that consumers pay with the price that producers receive (Fatmawati & Zulham, 2019).

Production Costs

Production cost refers to the expenses that must be borne by an entrepreneur to create production output. To be able to carry out the production process, entrepreneurs need to ensure the availability of all required factors of production and keep in mind that all factors of production cannot be obtained for *free*, but must be purchased. This concept explains the essence of production cost (Ramli, 2019).

Production costs encompass a wide range of expenses associated with the creation of goods or services. These costs can be categorized into two main types: fixed costs and variable costs. Fixed costs are expenses that do not change with the level of production output, such as rent for factory space, salaries of permanent staff, and depreciation of equipment. These costs remain constant regardless of how much or how little is produced. On the other hand, variable costs vary directly with the level of production. Examples include raw materials, direct labor, and utilities used in the production process. Variable costs increase as production increases and decrease as production decreases. Additionally, there are semi-variable costs, which have both fixed and variable components, such as a utility bill with a fixed basic charge plus a variable charge based on usage.

Understanding production costs is crucial for several reasons. It aids in pricing strategy, as knowing total production costs helps in setting competitive and profitable prices. Cost control is another important aspect, as identifying and managing production costs can improve efficiency and reduce unnecessary expenses, leading to higher profitability. Accurate estimation of production costs is essential for budgeting and forecasting, helping businesses plan future expenses and revenues and aiding in strategic decision-making. Additionally, analyzing production costs allows businesses to determine the profitability of different products or services, guiding decisions on cost reduction or discontinuation of less profitable items. Lastly, understanding production costs is critical for break-even analysis, which calculates the point at which total revenues equal total costs, ensuring the business is neither making a profit nor a loss. Overall, production costs are a vital aspect of any business, influencing various strategic and operational decisions, and must be carefully managed to ensure sustainable growth and competitiveness in the market.

Income In Business

An important element in business is income, because while running a business you must know the value or amount of income earned (Asimakopulos, 2020). In the economic context,

income is a reward for the factors of production used by households and companies, income can be in the form of profits, salaries or wages, rent and interest (Polandos et al., 2019). The farmer's income can be described as "profit". Profit is calculated by deducting the various costs that have been incurred from the sales proceeds obtained. (Anisa, 2022).

This understanding of income highlights the importance of managing both revenue and costs to maximize profit. For businesses, this involves careful financial planning and analysis to ensure that all costs, both fixed and variable, are accounted for and managed efficiently. Additionally, understanding income distribution helps businesses to allocate resources effectively and make strategic decisions that enhance financial stability and growth.

Islamic Economic Law

Based on the perspective of Islamic economic law, some important principles that must be considered in the cultivation and marketing of sangkuriang catfish at Bhakti Farm are 1) halal, 2) transparency and justice, 3) environmental protection, 4) community welfare, 5) Islamic business ethics (Abdul Aziz, 2020; Dharmayanti & Aziz, 2024). In running a business, Bhakti Farm must apply Islamic business ethics, such as honesty, trustworthiness, professionalism, and avoiding fraudulent practices or harming others, (Erdem, 2021).

Hypothesis

The hypothesis of this study is as follows:

H1= The marketing channel of sangkuriang catfish in Bhakti Farm is efficient.

H2= The income level of sangkuriang catfish farming in Bhakti Farm is profitable.

Marketing Channel Analysis of Bhakti Farm Sangkuriang Catfish

Marketing of sangkuriang catfish in Bhakti Farm also forms a supply chain that involves marketing institutions starting from the cultivator to the final consumer. Observations identified two marketing channels in Bhakti Farm that are used in marketing the harvest. Marketing channel I involves middlemen or intermediary traders, large traders and small traders until it reaches the final consumers in the Greater Jakarta area. Middlemen buy Sangkuriang catfish directly from Bhakti Farm and sell them to large traders in Jabodetabek. The number of middlemen at the time of the study was four people, namely Pak Bhonel, Pak Gofhar, Pak Jeki and Pak Rahmat. Catfish deliveries are made using pick-up vehicles, which are carried out by each middleman once a week after the harvest period. The choice to deliver catfish to the cities of Jakarta, Bogor and Depok was chosen because the price obtained by the middlemen was higher and the quantity of fish delivered was greater than the delivery only to the city of

Tangerang or Banten Province. Wholesalers who have been long-time customers of the middlemen receive a lot from Bhakti Farm. The relationship of trust between them allows the wholesalers to pay half of the amount they receive upfront, and the remaining half is paid when they place their next order of catfish.

Catfish from Sangkuriang Bhakti Farm are transported to the JABODETABEK area using pick-up vehicles with a loading capacity of approximately 1,000 kg to 1,150 kg. One or two pick-ups are used for delivery, with a total load capacity of approximately 2,000 kg. The profit gained by large traders is more significant than that of middlemen/collectors because they have information on the price of Sangkuriang catfish based on different sizes than small traders. Therefore, large traders sort the fish by size and sell them to restaurants at different prices for each size. The amount of catfish purchased by eateries is between 200kg - 450kg per week. In addition, lower transport costs favour small or retail traders compared to collectors and middlemen.

Marketing channel II at Bhakti Farm only involves farmers, small traders and consumers. Farmers sell Sangkuriang catfish directly to small traders/retailers in Tangerang City and South Jakarta. Sangkuriang catfish deliveries to the two cities are sent directly by the farmer using his own pick-up truck with a load capacity of around 1,000-1,200 kg. Shipments by farmers often experience shrinkage and even death of catfish during the journey. Therefore, purchases of catfish are usually made in larger quantities to fulfil demand. The risk of shrinkage in shipping is something that lowers the price offered to small traders. In determining the price, the dominance is mostly determined by small traders.

To obtain information on costs, profits, and marketing margins, researchers need to consider the costs involved in the flow process of fresh catfish from the farmer to the final consumer. The existence of marketing costs will contribute to the increase in the price of Sangkuriang catfish. To identify the level of marketing costs, profits, marketing margins and marketing efficiency at each level of marketing institutions, the following table provides an overview of these aspects in the two channels used by Bhakti Farm.

Based on table 1, marketing channel I shows a margin of Rp 7000, obtained by reducing the price at the cultivator level by Rp. 19,000 from the consumer price of Rp. 26,000 purchased from small traders. While channel II has a marketing margin of Rp 5,000, obtained by reducing the price at the cultivator level by Rp 20,000 from the consumer price of Rp 25,000. The marketing channel with the lowest margin is marketing channel II, with a value of IDR 5,000. Marketing channel II has a smaller margin because there are fewer marketing institutions in it, which only involve cultivators and small traders, so that marketing costs can be minimised, and

the difference between the selling price to consumers and the price at the cultivator can be maintained so that it is not too large or expensive.

Table 1 Comparison of marketing margin value, share, and marketing efficiency of Sangkuring Catfish in Bakti Farm

Channels	Marketing agencies	Nilai (Rp/Kg)	Share (%)		Margin Distribution		Margin (Rp/Kg)	Marketing Efficiency
			ski	sbi	ski	sbi		
I	**Cultivator**		**73,08**				**7,000**	**0,081**
	Selling price	19.000						
	middlemen		9,86		31,00			
	Selling price	22,000		3,19		11,86		
	Purchase price	19,000						
	Wholeseler		7,78		27,14			
	Selling price	24,500		2,31		8,57		
	Purchace price	22,000						
	Small trader		3,15		11,71			
	Selling price	26,000		2,62		9,71		
	Purchase price	24,500						
II	**Cultivators**		**80,00**		382,60		**5,000**	**0,075**
	Selling price	20,000	95,65	4,35		17,40		
	Small trader		16,00		80,00			
	Selling price	25,000		4,00		20,00		
	Purchase price	20,000						

Source: Primary data, 2023

Based on the percentage share value, Channel I has a share of 73.08%, while Channel II has a share of 80%. The share received by the cultivators with the marketing margin has an inverse relationship, the less the marketing margin, the greater the share of profit the cultivators will receive. This is because the lower the margin, the less involvement of marketing institutions (Ismi, 2023).

Sangkuriang catfish marketing in Bhakti Farms is said to be efficient if the harvest or production can be delivered from the cultivator at a low selling price to consumers and marketing costs can be minimised. Table 1 shows that the marketing efficiency score of both marketing channels is less than 1, which indicates the level of marketing efficiency of Sangkurian catfish. These results show conformity with the theory of marketing efficiency which says if the efficiency value < 1, it shows efficient marketing (Pratiwi et al., 2019). Marketing channel I has an efficiency score of 0.081, while marketing channel II has an efficiency score of 0.075. This value concluded that marketing channel II was more efficient than marketing channel I. With a low efficiency value, sangkuriang catfish will arrive faster to consumers than Bhakti's production, and the price level between consumers and farmers will not be too large.

Income Analysis of Bhakti Farm Sangkuriang Catfish Farmers

Bhakti Farm's income in this study is calculated based on a pool area of 210 m2. This study will analyse the comparison of differences in costs, total production, and income between cultivators with a pond area owned in one harvest period per 3 months. The following table is an analysis of data regarding the amount of production, variable costs, fixed costs, selling price and total revenue.

Table 2 Average Income of Bhakti Farm 210 m2 Pond Area in 2023

No,	Description	Total	Unit	Unit Pricen (Rp)	Total
1	Pond size		m2		210
2	Production		Kg		5062
3	Seed size 3-5	45,000	Tail	100	4,500,000
	PF1000	8	Sack	155,000	1,240,000
	PF781-1	454	Kg	13,600	6,174,000
	PF781-2	1,286	Kg	14,000	18,004,000
	PF781-3	1,448	Kg	13,500	19,548,000
	Vitamins and medicines	9	Botol	35,000	315,000
	Water and electricity	3	Months	700,000	2,100,000
	2 Workers	3	Months	1,800,000	5,400,000
	Operational, etc,	3	Months		1,000,000
4	Fixed cost				300,000
5	Price				19,000
6	Total Cost				58,581,400
7	Revenue				96,178,000
Average income					37,596,600

Source: Primary Data, 2023

Table 2 displays data with a total pond area at Bhakti Farm of 210 m2 that can produce an average production in one harvest period per 3 months of 5,062 Kg, this figure has calculated 10% mortality from 45000 seeds of 3-4 cm in size, assuming that until harvest for 3 months the weight per tail will be around 125 grams / tail, 1 kg contains 8-10 sangkuriang catfish with an average selling price of Rp. 19,000 / kg. In terms of variable costs incurred in the cultivation of sangkuriang catfish enlargement in the period amounted to Rp. 58,281,400 which includes the cost of seeds, the cost of feed, vitamins, water and electricity, labour efforts as many as two people and operational costs for about 3 months.

While fixed costs only consist of the depreciation costs of the Sangkuriang catfish farming business because the owner of Bhakti Farm established his business on his own land, details such as depreciation of ponds, and others averaged Rp. 300,000. The overall total cost incurred by farmers is Rp 58,581,400 per one production or harvest period. Meanwhile, the revenue in one period of Bhakti Farm cultivation reached around Rp 96,178,000, so the income received by Bhakti Farm with a pond area of 210 m2 was around Rp 37,596,600. Based on these data, the income of Bhakti Farm sangkuriang catfish farmers in Ciledug is proven to be profitable. Based on the criteria for testing hypothesis 2, if the total income is greater than the

total cost (TR > TC), then the income of Bhakti Farm sangkuriang catfish farming in Ciledug is profitable.

Viewed from the perspective of Islamic economic law, the results and discussion of the first, marketing channels and income of the Sangkuriang catfish farming business at Bhakti Farm can be analysed that the marketing practices are transparent, fair, and avoid elements that are prohibited such as usury, gharar (uncertainty), and maysir (gambling), (Abdul Aziz, 2022). Both marketing channels used by Bhakti Farm, whether involving middlemen, large traders, or directly to small traders, must ensure that there is no element of fraud, cheating, or exploitation that harms either party (Aziz, 2017). In addition, the profits earned by each marketing institution must come from halal activities and not harm other parties. The marketing margin set must be reasonable and proportional to the costs incurred and not contain elements of exploitation.

From the aspect of marketing efficiency, it was found that both marketing channels proved to be efficient with a marketing efficiency (EP) value of less than 1. This is in accordance with Islamic principles that advocate efficiency in every economic activity (Kader, 2021). Marketing channel II is even more efficient with a lower EP value. High marketing efficiency allows Sangkuriang catfish to reach consumers quickly, freshly, and at affordable prices. This is in line with Islamic principles that emphasise the benefit (goodness) for the community.

Meanwhile, based on the results of the analysis, the Sangkuriang catfish farming business at Bhakti Farm proved to be profitable with greater income than total costs (TR > TC). In Islam, economic activities that generate profits are allowed as long as they are done in a halal manner and do not harm other parties. However, in seeking profit (Abasimel, 2023), Bhakti Farm must still pay attention to other aspects such as environmental protection, the welfare of the surrounding community, and Islamic business ethics such as honesty, trustworthiness, and professionalism. In general, as long as the cultivation and marketing practices of sangkuriang catfish in Bhakti Farm are in accordance with sharia principles and do not violate the provisions of Islamic law, then the business can be considered halal and legitimate from the perspective of Islamic economic law.

Conclusion

This study aims to analyse the efficiency of marketing channels and income from Bhakti Farm's sangkuriang catfish farming business in Ciledug, Tangerang. The results reveal that Bhakti Farm uses two marketing channels for its catfish. Channel I yields a profit of 73.08%, while Channel II yields 80%. Both channels are efficient, with an efficiency level of less than

1, but Channel II is more efficient. A lower margin indicates fewer marketing institutions are involved, allowing farmers to receive a greater share. Bhakti Farm's catfish farming generates an average profit of Rp. 37,596,600 per harvest period (every 3 months), with a total production of 5,062 kg from 45,000 catfish in a 210 m2 pool area. The author suggests that farmers reduce costs, particularly for catfish feed, by seeking alternative feeds to achieve more optimal profits and focus on marketing through the channel with the lowest marketing efficiency. Future researchers should consider adding and developing other variables related to marketing channels and income.

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