

ABSTRACT

Guaranteeing the safety of fishery products is important because fish include perishable food, which is a type of food product that has a tendency to quickly rot or not safe to consume. fishery products are indeed very easy to experience damage / deterioration of quality. Ensuring the safety of the fisheries marketing chain is an important aspect that ensures sustainable nutrition and food security. The purpose of this study is i) Mapping the distribution of the distribution of fishery product distribution chain; ii) analyze the role of stakeholders in ensuring food safety; (iii) Identify people's perceptions and expectations of traceability in fishery products; iv) Estimate the value of WTP that is willing to be paid by the community to buy fishery products that are guaranteed in terms of traceability.

The study used primary data and secondary data. Primary data was obtained from 82 respondents and 34 stakeholders as key persons (including A-B-C-G components). Secondary data is obtained from the relevant agencies. The selection of respondents uses the Purposive and Quota Sampling methods while stakeholder selection uses purposive sampling methods. The analysis used in this study used a mixed method approach. The analysis used in this study used a mixed method approach. The results of this research analysis of fish commodity marketing chains in Semarang City have 6 channels where fish supply comes from Semarang City, other districts / cities and even other provinces, where handling or handling fish in the market is done with ice as a cooling medium and using fish reservoirs; The influence and interests of actors based on the results of research are known that actors who have high influence and little interest are fish traders, and fish processors while actors who have high influence and high interests are by BPOM, BKIPM, Semarang City Marine and Fisheries Service, Central Java Provincial Marine and Fisheries Service, Health and Academia Office; It is known that the decision of respondents to buy fish majority which turned out to be influenced by the physical condition of the fish and the cleanliness of the merchant's stall; The majority of respondents are willing to buy at a price increase of 10% from the price of fish that are usually purchased. Furthermore, based on socioeconomic circumstances, it is known that age, education, and income affect respondents' willingness to buy fish with a guaranteed security system.