

**LEMBAR PERSETUJUAN PEMBIMBING**

**IDENTIFIKASI IKAN SEGAR PILIHAN KONSUMEN  
DI PASAR TRADISIONAL (STUDI KASUS DI PASAR SENTRAL  
KOTA GORONTALO)**

**SKRIPSI**

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Tanggal Kelulusan : 28 Agustus 2017

LEMBAR PENGESAHAN

IDENTIFIKASI IKAN SEGAR HASIL PILIHAN KONSUMEN  
DI PASAR TRADISIONAL (STUDI KASUS DI PASAR SENTRAL  
KOTA GORONTALO)

SKRIPSI

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Hari/tanggal : Senin, 28 Agustus 2017  
Waktu : 09.00 wita  
Tempat : Ruang Ujian Komprehensif

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## ABSTRAK

**Muhammad Luthfi Sulaeman. 2017. 632410049. Identifikasi Ikan Segar Hasil Pilihan Konsumen Di Pasar Tradisional (Studi Kasus Di Pasar Sentral Kota Gorontalo). Di bawah bimbingan Faiza A Dali, S.Pi, M.Si sebagai pembimbing I dan Asri Silvana Naiu, S.Pi, M.Si sebagai pembimbing II.**

Penelitian ini bertujuan untuk mengetahui jenis ikan segar hasil pilihan konsumen di pasar Sentral tradisional Kota Gorontalo dan mengetahui tingkat perbedaan jenis ikan segar terbanyak hasil pilihan konsumen melalui pasar Sentral Kota Gorontalo. Penelitian ini dilakukan dengan metode survey dan wawancara. Pengumpulan data menggunakan kuisioner terhadap responden pedagang sebanyak 20 orang dan konsumen 70 orang. Penelitian dilaksanakan di pasar Sentral Kota Gorontalo selama satu minggu dari tanggal 13 sampai 19 Februari 2017. Data ditabulasikan sesuai jenis dan jumlah ikan terbanyak hasil pilihan konsumen. Tingkat perbedaan dua jenis ikan segar hasil pilihan konsumen dilakukan dengan uji t (*Independentsample t-test*). Hasil penelitian diperoleh 23 jenis ikan segar, yakni mujair (16,87%), cakalang (13,60%), selar (13,39%), tuna (9,66%), tongkol (8,42%), kakap (6,42%), layang (5,57%), kuwe (5,29%), udang vaname (4,24%), kerapu (3,09%), cumi- cumi (2,81%), tuna madidihang (2,70%), lolosi (1,90%), sotong (1,45%), bandeng (1,36%), mas (1,31%), gabus (1,03%), kakatua (0,46%), bawal (0,23%), udang windu (0,04%), kembung (0,03%), kepiting (0,01%), payangga (0,01%). Jenis ikan segar tersebut tergolong pelagis, demersal, *crustacean*, dan *molusca*. Ikan segar terbanyak hasil pilihan konsumen yaitu mujair dan cakalang. Tingkat perbedaan jenis ikan segar terbanyak hasil pilihan konsumen antara ikan mujair dan cakalang tidak didapatkan perbedaan karena  $t$  hitung (0,876) < dari  $t$  tabel 2,179 (0,05) 3,055 (0,01) dengan taraf *significant* 5% dan 1%.

**Kata Kunci : Pasar tradisional, pasar Sentral Kota Gorontalo, Ikan mujair, Ikan cakalang**

## ABSTRACT

**Muhammad Luthfi Suleman. 2017. Identification of Fresh Fish Based on Consumer's Choice at Traditional Market (A Case Study at Sentral Market, City of Gorontalo).** Principal supervisor is Faiza A Dali, S.Pi.,M.Si and Co-supervisor is Asri Silvana Naitu, S.Pi,M.Si.

This research aims to investigate type of fresh fish based on consumer's choice at Sentral traditional market of Gorontalo City and to investigate difference level of the highest amount of fresh fish type based on consumer's choice at Sentral market of Gorontalo City. This research is conducted with survey and interview method. Data are collected by using questionnaire towards respondents who are 20 traders and 70 consumers. The research site is located in Sentral market of Gorontalo City and it is conducted in one week, started from 13 to 19 of February 2017. The data are tabulated based on type and the highest amount of fish based on consumer's choice. Difference level of two types of fresh fish is done by t test (Independent sample of t-test). Research findings obtains 23 types of fresh fish namely tilapia fish (16,87%), skipjack tuna (13,60%), mackerel (13,39%), tuna (9,66%), mackerel tuna (8,42%), snapper (6,42%), decapterus russelli (5,57%), giant trevally (5,29%), whiteleg shrimp (4,24%), groper fish (3,09%), squid (2,81%), yellowfin tuna (2,70%), caesionidae (1,90%), cuttlefish (1,45%), milk fish (1,36%), gold fish (1,31%), common snakehead (1,03%), parrotfish (0,01%), pomfret (0,23%), giant tiger (0,04%), rastrelliger (0,03%), crab (0,01%) and *payangga*/ flathead sleeper (0,01%). These types of fresh fish are grouped as pelagic, demersal, crustacean and mollusk. The most amount of fresh fish based on consumer's choice are between tilapia fish and skipjack fish. There is no difference as t count (0,876) is lower than t table 2,179 (0,05) 3,055 (0,01) with significance of 5% and 1%.

**Keywords:** Traditional market, Sentral market of Gorontalo City, Tilapia, Skipjack Tuna