ABSTRACT

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This research is motivated by the pattern of activities of traders in the Clean Fish Market in Mekarjaya, Padakembang, which is different from the activities of fish traders in other markets which can improve the economic welfare of traders. The main problems discussed are (1) fish commodities in the Clean Fish Market in Mekarjaya, Padakembang, Tasikmalaya (2) The pattern of activities of the Clean Fish Market traders in Mekarjaya, Padakembang, Tasikmalaya. The research method used in this research is descriptive quantitative method with data collection techniques in the form of interviews, literature studies, documentation studies, observations and questionnaires. The population and sample in this study used a total sampling technique, purposive sampling, for fish market traders 15 people, and the Head of Fisheries at the Department of Agriculture, Food and Fisheries of Tasikmalaya Regency 1 person. The analytical technique used in this study is the percentage formula % of geographic analysis or 5W + 1H. Based on the results of research in the field, it can be seen that (1) fish commodities in the clean fish market in Mekarjava, Padakembang, Tasikmalava are Oreochromis niloticus, osteochilus vittatus, Cyprinus carpio, Osphronemus goramy, Babonymus gonionotus, and Helostoma temminckii (2) The pattern of activities of clean fish market traders in Mekarjaya, Padakembang, Tasikmalaya, namely: Purchasing, Enlargement, Marketing.

Keywords: Trader Activity, Clean Fish Market, Mekarjaya Village