

*Habibatul Ma'shumah, 14321039, **Uncovering the Meaning of Price at Milkfish Contest on Tradition of Bandeng Gresik Auction**, Accounting, Faculty of Economics and Business, University of Muhammadiyah Gresik, July 2018*

Abstract

Uncovering the Meaning of Price at Milkfish Contest on Tradition of Bandeng Gresik Auction. The purpose of this research was to find the meaning of price at Bandeng Contest event in Gresik city. The milkfish contest was a milkfish competition held on the night of twenty-nine every Ramadan. The study used a qualitative approach. Transcendental phenomenological methods were used to analyze data. The number of research informants was five people. The informants were four additional farmers and one buyer who won the contest. Interviews were used to obtain research data. The research found the meaning of milkfish contest to increase the income / prosperity of farmers of ponds.

Keywords: milkfish contest, milkfish, fisherman, selling price.