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Analysis Of Marketing Efficiency Of Spices (Case Study In Tonu Jaya Village, Huamual Belakang District, West Seram District)

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Abstract

This study aims to determine marketing channels, marketing margins, and marketing efficiency. The samples taken were 35 farmers in Tonu Jaya Village using the snowball method. The data collected are primary and seconday data which are both quantitative and qualitative. The method used in this study is a direct interview method using a questinnaire containing a list of questions. Data analysis used is descriptive analysis, marketing margin analysis, and marketing efficiency analysis. The results showed that there was one marketing channel for ginger spice plants in Tonu Jaya Village. The total marketing margins for ginger is Rp 11.000/kg. The marketing of ginger spices in Tonu Jaya Village has been efficient.

Keywords: Ginger herb; Marketing margins; marketing efficiency.

INTRODUCTION

Indonesia as an agricultural country has good resources to develop. The agriculture sector is one of the sectors that are relied on because the agricultural sector until now still plays an important role in supporting the national economy. The agricultural sector also has an important role in alleviating poverty, agrucultural development, both directly and indirectly with efforts to increase the welfare of farmers in rural areas. (Nainggolan, 2021).

The agricultural sector consists of several sub-sectors which are the mainstay of the indonesian state in producing superior commodities. The sub-sector consists of the food crops sub-sector, horticulture and the plantation sub-sector. (Sayifullah, 2018). One of the agriculture sub-sectors is the biopharmaceutical production sub-sector which has prospects for development because in addition to meeting the needs of the international market, many people use it for cooking purpose and also for medicines and herbal medicine.

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Spices are plants that are useful for adding flavor to dishes, medicines, cosmetics, and health. Parts consumed or used as well as plant parts such as leaves, stems, fruit, tubers (rhizome), or roots. Based on data form the Central Statistics Agency (BPS) for 2021 the amount of agricultural land in Indonesia for harvested area and production has increased from 2020. The following can be seen in table 1.

Table 1. Data from the Central Statistics Agency (BPS) Harvested Area and Production of Spices for 2020-2021

No	Type Plant Spice	Harvested Area (Ha)		Production (Kg/Ton)	
		2020	2021	2020	2021
1.	Ginger	74.511.965	106.095.168	183.517.778	307.241.517

Source: BPS Production and Harvested Area of Spices

Based on Table 1, it can be seen that the harvested area and production of ginger in 2020 was 74.511.965 ha and the total production was 183.517.778 tons. In 2021 the ginger commodity has increased by 106.095.168 ha with a total production of 307.241.517 tons.

Maluku Province is one of the centers for the production of spices in Indonesia. Several types of spice plants are able to thrive and develop naturally including ginger. Based on Central Statistics Data (BPS), ginger production in Maluku will reach 241.001 tons in 2020 and in 2021 ginger production will increase by 665.819 tons.

Tonu Jaya Village is a ginger spice producing village in Huamual Rear sub-district, West Seram Regency. The majority of the people have livelihoods in the agricultural, and the commodity cultivated is a ginger spice commodity. The farming of spices plants carried out by Tonu Jaya Village farmers has an avarage land area of around 1 to 2 Ha. The seeds used by farmers come from previous businesses and the labor used is family labor consisting of fathers, mothers, and children. In cultivating spice plants, the farmers of Tonu Jaya Village did not use too much capital, because the farmers used family labour, self-produced seeds, and did not fertilize the spice plants they planted.

Sales of genger by farmers are carried out by selling their crops to the collecting traders in Tonu Jaya Village by visiting the collecting traders. Collector traders collect their purchases and then sell them to the city of Ambon and sell them to retailers in Ambon city. There is one collecting trader who sells his purchases to wholesalers in the city of sorong. The obstacle to spice farming in Tonu Jaya Village is that collectors often refuse to buy ginger due to declining market prices. In additon, collectors often experience difficulties in delivering goods to retailers in Ambon city dur to unfavorable

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weather, causing sea transportation to often refuse to load goods to be sent to Ambon city.

Marketing success is inseparable from the role of marketing agencies. Where each marketing agency has its own duties and perfom different marketing functions. The marketing process starts from farmers to consumers through marketing institutions such as middlemen, retailers, wholesalers, and small traders (Laksana, 2008). The movement of goods from producers to consumers causes price differences between producers and consumers which is known as the marketing margin (Eti Suminartika, 2017)

according to Mellor (1996) in Anindita (2004), marketing improvements encourage increased production through direct and indirect effects. The direct effect occurs because marketing increases prices at the farm level through lower marketing costs and the indirect effect occurs due to market expansion because consumers can accept lower prices which in turn increase prices at the producer level. Therefore, there is a need for research marketing efficincy to spice farmer.

Objectives

This article intends

1. To find out the marketing channel for ginger spice plants in the Village of Tonu Jaya, Huamual Rear District, west Seram District
2. To find out the marketing margin of ginger spice in Tonu Jaya Village, Huamual Rear District, west Seram District
3. To determine the marketing efficiency of ginger spice in Tonu Jaya Village, Huamual Rear District, west Seram District

DISCUSSION

Characteristics of the Respondent Farmers and Traders

Table 2. Characteristics of the Respondent Farmers and Traders

		Respondents				Total
		Farmer		Trader		
Category	Group	Amount (Persone)	Percentage (%)	Amount (Persone)	Percentage (%)	
Age (Years)	15-<65	28	93,33	5	100,00	35
	>65	2	6,66	-	-	
Level of Education	No School	1	3,34	-	-	35
	Didn't Finish	8	26,67	-	-	

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	Elementary School					
	Finished Elementary School	11	36,66	2	40,00	
	Finished Junior High School	8	26,67	-	-	
	Finished High School	2	6,66	2	40,00	
	Bachelor Degree	-	-	1	20,00	
Number of Family Members (Person)	<4	11	36,66	3	60,00	35
	5-6	19	63,33	1	20,00	
	>7	-	-	1	20,00	
Long Business (Year)	<5	1	3,34	-	-	35
	6-10	6	20,00	4	80,00	
	11-15	13	43,33	-	-	
	16-20	7	23,33	1	20,00	
	>20	3	10,00	-	-	
Land Area (ha)	1,00-1,50	18	60,00	-	-	35
	1,51-2,00	7	23,33	-	-	
	>2,00	5	16,67	-	-	

Based on the table above, it can be seen that the age characteristics of productuve farmer respondents in Tonu Jaya Village are the age group of 30-60 years with a total of 28 people each. The age group >60 years is included in the non-productive age group, with a total 2 people. This shows that the farmer respondents in Tonu Jaya Village are still productive.

Based on the characteristics of the trader respondents in Tonu Jaya Village, the age group of the collector traders shows that all the trader respondents are at a productive age so that it will be easy to run their business, because at the productive age the workforce is still strong and will easly accept innovation to increase knowledge about the marketing of ginger spice plants.

The characteristics of repondents based on the level of education of farmers in Tonu Jaya Village are still very low. However, spice farming has no effect on high

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levels of education because farmers do not need specific skills or knowledge. The characterstics of the level of education of farmers in Tonu Jaya Village, which is the highest, is the level of elementary school graduation with a total of 12 people with a percentageof 40,00 percent. For the lowest level of education is high school graduation with a total of 2 people witha percentage of 3,34 percent.

Based on the education level of the trader respondents in Tonu Jaya Village, the education level was highest, namely high school graduation and elementary school completion with the same percentage of 40,00 percent with 2 people each. For the education level of the trader respondents, the lowest is S1 with a total of 1 person with a percentage of 20,00 percent.

The number of family members of the respondents in the village of Tonu Jaya shows that the number of family members of farmers is montly in the medium group, namely 5-7 family members with a total of 19 people or 63,33 percent. The number of family members of farmers is still burden on families who are children of spice farmers, causing farmers to work even harder to meet family needs.

The largest number of family members of collecting traders belongs to the group of small family members, namely <4 family members with a total 3 people or 60,00 percent. The number of extended family members is not a big problem in the respondent's family. This is because regardless of the number of family members and there are responsibilities to support a large number of family members, the can still meet the needs of family life.

Business experince of farmers who have the highest percentage is the group of farmers with 11-15 years of business experince with a total 13 people or 43,33 percent and the lowest percentage is <5 yeras with a total of 1 person or 3,34 percent. Farming experience is very influential on the level of knowledge of farmers.

The characteristics of merchant respondents based on business experince show that the highest percentage is at 17 years of business, namely 20,00 percent with 1 person.this shows that most traders have 6 to 10 years of business experience.

Characterstics of respondents based on land area, which has the highest percentage is at the lan area level of 1,00 to 1,50 ha, namely 60,00 percent with 18 respondents. The lowest percentage was on a land area >2,00 h with a total of 5 people, namely 16,67 percent. This shows that most farmers have a land area of 1,00 to 1,50 ha of their own spice plants. For the production of farmers in Tonu Jayaa Village, which is produced in one harvest in large quantities, it is 100 kg with a total percentage of 50,00 percent in one harvest.

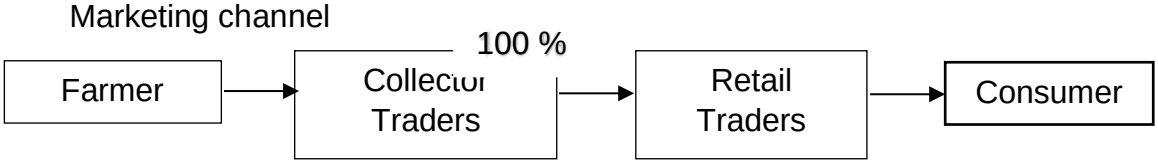
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Marketing Channel Analysis of Spice Plants

Marketing Channel Patterns

Marketing channel



The figure above shows that marketing in Tonu Jaya Village only uses one marketing channel which is a distribution channel that uses one intermediary, namely the collector trader to the trader retailer.

Marketing Margin Analysis

Marketing Channel Margin

The amount of marketing costs and marketing channel margins for ginger can be seen in the following table.

Table 3. Analysis of Costs, Profits and Margins of Ginger Marketing Channels in the Village Tonu Jaya, Huamual Rear District, Seram District West, 2022

No	Description	Marketing Channel (Rp/Kg)	Share (%)
1.	Ginger Farmer		
	Selling Price (Rp/Kg)	7.000	83,89
2.	Collectors		
	Purchase Price	7.000	-
	Selling Price	10.00	-
	Marketing Costs	-	-
	Labor Costs	9,00	-
	Packaging Costs	82,00	-
	Transportation costs		-
	-Land Transportation	16,00	-
	-Water Transportation	21,14	-
	Hurry	11,00	-
	Total Cost	139,00	0,77
	Margins	3.000	-
	Profit	2.861	15,89

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3.	Retai Traders in the City of Ambon		
	Purchase Price	10.000	-
	Selling Price	18.000	-
	Marketing Costs	-	-
	Biaya Sewa Pasar	18,00	-
	Packaging Costs	14,5	-
	Transportation costs	15,00	-
	Labor Costs	15,5	-
	Total Cost	63,00	0,35
	Marketing Margins	8.000	-
	Profit	7.937	44,09
4.	Consumers (Ambon City)		
	Purchase Price	18.000	100,00
Total Margins		11.000	-
Total Marketing Costs		202	-
Total Profit		10.798	-

Based on the table above, it can be seen that the price of ginger at the farmer's level is Rp. 7.000/kg while the price of ginger at the consumer level in Ambon City is Rp. 18.000/kg. The total margin on the ginger marketing channel is Rp. 11.000/kg, so the total profit earned on the ginger marketing channel is Rp. 10.798/kg. The biggest marketing margin is at the retailer marketing agency in Ambon city. The margin generated by the Ambon city retailer is Rp. 8.000/kg.

Markteing Efficiency
Ginger Marketing Eficiency

Tabel 4. Efficiency of Ginger Marketing in Tonu Jaya Village, Humual District Back 2022

No	Channel Type	Total Marketing Cost of Ginger (Rp/Kg)	Product Value of Ginger (Rp/Kg)	Efficiency (%)
1.	Collector	139	10.000	1.39
2.	Retailer	202	18.000	1,12

Based on the following table it can be seen that the existing marketing channels in Tonu Jaya Village are efficient with a marketing efficiency value of <50 percent. This

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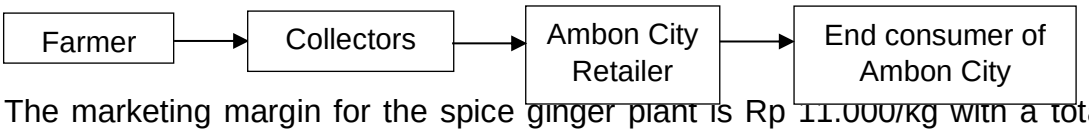
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is in accordance with the statement of Soekartawi (2002), that the decision rule on marketing efficiency is if EP <50 percent, then it is efficient and EP is >50 percent it is not efficient. The smaller the percentage value generated, the more efficient the marketing activity.

The marketing channel fot collectorsfor ginger spice plants was 1,39 percent. Meanwhile, the marketing channel of retailers is 1,12 percent. The ginger marketing channel in Tonu Jaya Village is efficent because the efficiency value is <50 percent. Hogh or low marketing costs and marketing margins are caused by the short length of the marketing channels, the shorter the marketing channel pattern, the lower the marketing costs incurred.

CONCLUSION

1. There is one marketing channel for the spice plants ginger in Tonu Jaya Village, namely from



2. The marketing margin for the spice ginger plant is Rp 11.000/kg with a total marketing cost of Rp 202/kg and a profit of Rp 10.798/kg
3. The marketing of spice plants in Tonu Jaya Village, Huamual Rear District, West Seram Regency, is effiecient because the efficiancy value obtained is <50 persent. Collector trade marketing channel with an efficiency value of 1,39 percent. The value of the efficency of retailers in the ginger spice marketing channel is 1,12 percent.

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