

Description of Copra Marketing in Potuho Jaya Village Lalembuu Sub-district, South Konawe District

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Abstract

The research aims to determine the description of copra marketing in Potuho Jaya Village, Lalembuu District, South Konawe Regency at this time. It can be seen from the farmers who have high potential to develop coconut or copra farming, farmers can support copra marketing in Potuho Jaya Village and the consumer side is very supportive of marketing. Meanwhile, the factors that influence copra marketing in Potuho Jaya Village, Lalembuu District, Konawe Selatan Regency include good quality, relatively low prices, purchasing power from Potuho Jaya Village and its surroundings, and the income can be seen from the land area. The more land the farmer owns, the more his income will be.

Keywords: Marketing; Description; Copra.

INTRODUCTION

Indonesia, as an archipelago with abundant natural resources, is known as an agricultural country with most of its population working as farmers. Fertile soil throughout the region supports agriculture as the primary sector of the economy. Agriculture not only plays a role as a foreign exchange earner through exports, but also becomes a vital sector in national economic development, especially when other sectors experience declining growth (Zulkifli sjamsir, 2017).

The coconut plant, which is often found in tropical regions, has an important role in improving the physical quality of humans, especially in the fields of beauty, cosmetics, and health. It contributes significantly to people's lives and welfare, especially through products such as copra (Winarno, 2014). Traditionally, coconuts are used for fresh consumption, copra



making, or coconut oil. Based on data from the 1970s, approximately 34.7% of coconut production was used for coconut milk, 8% for clotted oil, and 57.3% for copra (Somaatmadja, 1981; Awang, 1991).

The national coconut consumption rate is estimated to increase by about 5.5% per year, while the production rate is only about 4.37% per year. This shows that copra production has not kept up with the increase in consumption. To meet the increasing demand, an increase in coconut production is needed, which can be achieved through good cultivation management, with a production target of 1.5 tons of copra per hectare per year (Suhardiyono, 1993).

In Lalembuu sub-district, the main plantation crop is cocoa with an area of 4,790 hectares, followed by coconut with an area of 975 hectares. South Konawe district in Southeast Sulawesi is a coconut production center, with 3,783 hectares of productive coconut, 554 hectares of unproductive, and 296 hectares of unproductive (BPS Kabupaten Konawe Selatan, 2019). The data shows that coconut farming is the main source of income for farmers in this area. Farmers in Potuho Jaya Village generally choose to process coconut into copra, due to the easier processing and higher economic value of copra compared to seed coconut (Mahmud & Yulius Ferry, 2005). Based on the data above, it can be stated that the income obtained by farmers from copra production is relatively low. Therefore, increasing community income through coconut agribusiness with copra commodities needs to be specifically studied.

Kotler (1994) explains that in order to create revenue value, producers must first attract customers through products, prices, and supply. This process involves pricing, promotion, and distribution of goods and services to achieve individual and organizational goals. If this process occurs in a long chain, it can lead to inefficiencies in the copra marketing channel and the possibility of monopolistic pricing practices. Therefore, research on copra marketing in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District, is important. Economic and social welfare is often measured based on productive and social functions in a community. Growth inequality in developing countries is often reflected in differences in access to productive activities and social services (World Bank in Rondinelli, 1985).

South Konawe District, part of Southeast Sulawesi Province, implements regional development policies to create economic stability, high growth, and sector equity. Based on Perda No. 19 of South Konawe District on RTRW, the region is divided into: 1) Local Activity Center (PKL) in Andoolo, serving district-scale activities or several sub-districts; 2) Area Service Centers (PPK) in Tinanggea, Konda, Kolono, Lalembuu, Laeya, Ranomeeto, Mowila, and Moramo, serving sub-district scale or several villages; and 3) Neighborhood Service Centers (PPL) in Baito, Laonti, Basala, Benua, Angata, Buke, Wolasi, Palangga Selatan, Palangga, Moramo





Utara, Lainea, Ranomeeto Barat, and Landono, serving inter-village scale. The district needs new growth centers to overcome disparities between regions and support the dynamics of population development. Appropriate population policies are needed to utilize the existing space and regionalization, given that the population in the eastern part of Kabupaten Konawe Selatan continues to increase every year.

People in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District, often process their coconut harvest into copra to get a higher selling price than selling the coconut as a log. However, some farmers prefer to sell their coconuts in the form of logs because copra processing requires time and effort. Copra sales can fluctuate according to market conditions and product improvement efforts by the company. The weak position of farmers and instability in sales may reduce farmers' interest in increasing copra production.

Based on the above problems and background, researchers would like to conduct further research to find out the description of copra marketing in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District, and identify the factors that influence it. The usefulness of this research is as information and consideration in developing copra in the village, providing information to the government as a reference in making policies and programs for agricultural development and improving the welfare of farmers, and as a reference for further research related to this topic.

Previous research conducted by Siti Arofah (2014) analyzed dragon fruit marketing in Jember Regency with a focus on differences in profits based on business scale, marketing channels, marketing efficiency, and constraints faced by farmers. The results showed a significant difference between large and small scale farmers, as well as the existence of three different marketing channels efficiency. Another study by Ermy Tety (2012) analyzed the marketing channels and price transmission of oil palm fresh fruit bunches (FFB) in Kampar District, with the result that the price received by independent farmers is strongly influenced by the price of palm oil. Juneke Marisa Sambuaga (2016) examined papaya fruit marketing in North Minahasa, finding three patterns of marketing channels and showing that the second and third channels are more efficient and profitable for farmers. The difference between this research and previous research lies in the object of study, where my research focuses on analyzing copra marketing in Potuho Jaya Village, Lalembuu District, South Konawe Regency, as well as the factors that influence it, with primary and secondary data and proportional random sampling techniques.



METHOD

The population in this study were all coconut farmers in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District, totaling 33 informants. The determination of collector informants was carried out using the census method because the number of collectors in Potuho Jaya Village was 2 people. While the determination of coconut farmers, respondents were carried out by *proportional random sampling*. The types and sources of data used in this research are primary data and secondary data. Primary data comes from samples through direct interviews with informants. Data collection techniques were carried out by interview and literature study. The data were then analyzed using qualitative analysis techniques, namely data reduction, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION

Copra Marketing in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District

The description of copra marketing in Potuho Jaya Village, Lalembuu Sub-district, South Konawe District is done by looking at the description of farmers, collective traders and consumers. The description of each can be explained as follows:

Farmers

Farmers are people whose occupation is farming on agricultural land. To obtain a clear picture of the identity of the informants studied, it is described based on the following sections;

**Table 1 Overview of Farmers in Potuho Jaya Village, Lalembuu Sub-district
South Konawe Regency, 2019**

Group	Category	n (people)	Percentage (%)
Age	26-55 (Productive)	31	93,93
	>55 (Less Productive)	2	6,1
Education	Elementary school/equivalent	15	35,4
	Junior high school/equivalent	13	39,3
	High school/equivalent	5	15,2
Family Dependents	1-3	13	39,3
	4-6	20	60,6
	>6	0	0
Farming Experience	Less Experienced (<5)	0	0,0
	Moderately Experienced (5-10)	14	42,4

	Experienced (>10)	19	57,5
Land Area	Narrow Arable (<0.5 hectares)	0	0,0
	Medium Arable (0.5 - 2 hectares)	27	81,8
	Large Arable Area (> 2 hectares)	6	18,2
	Total	33	100,0

Based on table 1 above, the following can be explained;

1. Farmers' age affects their physical work and mindset, with younger farmers generally being physically stronger and quicker to adapt to new things than older farmers, although they are less experienced and more risk-taking. In contrast, older farmers may experience physical decline but have more experience in managing land, as expressed by respondents Eni Lestari, who feels more able to work than her older mother, and Sulha and Syahroni, who feel tired quickly when working in the garden. Based on the opinion of Soeharjo and Patong (1984), productive age ranges from 15-54 years, while ages below 15 years and above 55 years are considered non-productive. This study shows that of the 33 copra farmers who were respondents, 31 were of productive age, while 2 were of non-productive age. This is reflected in Table 1, which shows the age distribution of farmers, where most are in the productive age range, so it is expected that these farmers are physically strong and able to carry out copra farming activities optimally.
2. Farmers' level of education influences their way of thinking and farm management, where farmers with higher education tend to be more dynamic and quicker to accept innovations than those with lower education. Informants such as Chess and Niswati acknowledged that higher education provides better knowledge and experience in dealing with plantation problems, and increases creativity and technology adoption. Eni Lestari and Mardi added that education provides important lessons for farming, although many Potuho Jaya villagers are only elementary school graduates with limited knowledge compared to high school graduates. Table 1 shows that the education level of farmers in Potuho Jaya Village is dominated by elementary school graduates (35.4%), followed by junior high school graduates (39.3%), and senior high school graduates (15.2%), with no college graduates. Although farmers' formal education is still low, they usually receive non-formal education from the agricultural extension service or other institutions for farm development, especially in copra farming.



3. Family dependents, i.e. members whose living expenses are covered by the farmer, can affect the farmer's work expenditure and motivation. According to Leibo (1995), family dependents are classified into small families (1-3 people), medium families (4-6 people), and large families (more than 6 people). Informants such as Sahni and Wahono mentioned that the number of dependents affects expenses, forcing farmers to work harder. On the other hand, the number of dependents can also help ease the work on the farm, as revealed by Sri Utami and Poniye, who make use of the help of family members in managing the farm, so there is no need to hire additional laborers. Table 1 shows that 39.3% of informants have between 1-3 family dependents and 60.6% have between 4-6 dependents. This shows that most informants are in the small and medium family category. The presence of these families can be an economic burden but can also encourage the household economy to increase farming activities, as the number of dependents affects labor requirements and contributions to farm management.
4. According to Tuwo (2011), experience is the best teacher for farmers as it serves as a reference in planning future steps. Informants such as Suparni and Syahrini revealed that years of experience helped them understand price fluctuations and coconut management, while Syahrudin used the services of laborers because he was busy processing the harvest into copra. Sahni, who worked as a coconut husking laborer for eight years, also added to her experience. Table 1 shows that all informants in coconut farming in Potuho Jaya Village have experience, with 42.4% classified as moderately experienced and 57.5% as experienced, which influences their farming decision-making behavior.
5. Land plays an important role in coconut farming as its size directly affects farmers' production and income. Informants such as Nur Alfa and Eni Lestari, who own 2 to 2.5 hectares of land, stated that the larger the land area, the more coconuts produced and the greater the income earned. Hernanto (1991) categorizes farmers based on land size into narrow (<0.5 hectares), medium (0.5-2 hectares) and large (>2 hectares). Sunani, who owns 2.5 hectares of land, emphasized that larger land increases income per harvest, reaching Rp4,100,000 after deducting labor wages. The results show that 81.8% of informants own 0.5-2 hectares of land, while 18.2% own >2 hectares. Land size greatly influences production, so the larger the land, the greater the opportunity for higher income.



Table 2 Summary of Informant Description of Copra Farmers in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency

No.	Farmer Overview	Description
1	Age	Productive
2	Education Level	SD
3	Number of Family Dependents	Great
4	Farming Experience	Experienced
5	Land Area	Medium

Trader Collector

Collecting traders play an important role in coconut/copra marketing in Potuho Jaya Village. They have two main functions, namely the exchange function and the physical function. The exchange function involves purchasing coconuts/copra from farmers and selling them to large wholesalers in Kendari City. The physical function includes storage and transportation, where copra purchased from farmers is processed and stored before being sold. According to Sumaryono (August 31, 2019), copra is stored until the big trucks from the big collectors come to transport it.

Potuho Jaya Village is known as a copra producer, and most of the farmers process their harvest into white copra by drying it directly in the sun. Only a few sell their coconuts in the form of logs, as selling copra provides a higher added value. Coconut productivity in this village reaches 1.7 tons/ha, which is considered high compared to other areas in the province. Farmers sell their harvest to village collectors who also act as processors of coconut into copra.

In copra marketing, labor plays an important role. Most villagers are farmers, and many of them work as farm laborers, involved in the various stages of processing coconuts into copra. The laborers work on a piece-rate system, with tasks divided among group members. In addition, two-way communication between traders and farmers is crucial in determining prices and facilitating the marketing process.

Consumer

Consumer behavior is an action that will be directly involved in obtaining, consuming, and will also spend products and services, which includes the decision process that precedes and will also follow this action (James F et al, 1994).

In general, the place of production activities is different from where consumers live, this difference in place must be overcome by transportation activities. Along with the increase in

population and the advancement of technology, human needs are increasing. This results in the goods being distributed increasingly large, thus requiring a means of transportation (transportation). The transportation function has the goal of being able to move goods to the expected destination in the right amount, time, and quality (safety and damage) at the minimum possible cost. Therefore, the emphasis of the implementation of the transportation function is not only on its efficiency but also on its effectiveness.

Before goods are distributed to consumers, they are usually stored first. In order to ensure the continuity, safety and integrity of the goods, storage is necessary. Warehousing services are needed to create usability because of time. This utility arises because the time a product is needed is not the same as the time it is produced, or the amount needed at a time is not the same as the amount produced at that time.

From the results of the discussion about consumers above, we can describe consumer behavior in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency, we can see the description of consumer behavior in table 3 below.

Table 3 Overview of Consumer Behavior in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency, 2019

No.	Type	Description
1	Origin	Potuho Jaya Village and surrounding areas
2	Shape	Coconut logs and copra
3	Behavior	Farmers who sell directly to collectors
4	Marketing stimuli	- Price very cheap for coconut logs and copra - Quality the quality is good because the coconuts harvested are old enough for the oil to be of high quality. - Distribution the distribution is smooth, as the reach of goods and services from producers to consumers is fast.

Factors Affecting Copra Marketing in Potuho Jaya Village

To see some of the factors that influence copra marketing in Potuho Jaya Village, see the following table;

Table 4 Factors Affecting Copra Marketing in Potuho Jaya Village

Category	Group	Description
Quality	Good	1. Coconuts harvested are old so that they produce a lot of good oil 2. Good copra quality without mold 3. The dryness quality is good because it goes through a long process of smoking or pengopenan 4. It does not depend on the weather, rain or dry, it can still produce.
Price	1. Coconut 2. Copra	1. In the past, the price of coconuts could reach 3000-4000 while now it has decreased to Rp900 / seed 2. The price of copra, which used to reach Rp9,000-10,000/Kg, is now Rp4,400/Kg.
Purchasing Power	1. Collectors buy coconuts directly from farmers 2. Farmers who bring their harvest directly to collectors	1. Collectors who buy directly the coconuts harvested by farmers, collectors directly order farm laborers from the picking process to become processed copra. 2. Farmers also usually bring their harvest

	3. Collectors provide loans or capital to farmers	directly to collectors in the form of coconut logs or processed copra. 3. The farmer returns the loan by selling his harvest to the collector to whom he has lent the capital.
Revenue	1. Land Area 2. Number of coconut trees owned 3. Care in cultivating the land.	1. The more land a farmer has, the more coconuts he will get. 2. In 1 hectare, 116 trees are usually planted but sometimes there are also dead trees. In 1 Ha, farmers usually get a yield of 2000 coconuts. 3. If farmers routinely fertilize their coconut trees, the coconut trees will bear abundant fruit, which will increase the farmers' income.

Table 4 presents data on the factors affecting copra marketing, with details as follows;

1. According to Kotler in Angipora's book (2002: 77), a product is anything that can be offered in the market to attract attention, use, or consumption to fulfill wants or needs, including physical objects, services, places, organizations, and ideas. Products are the core of marketing activities because all elements in the marketing mix start with the product. The product mix includes elements such as product diversity, quality, design, trademark, packaging, and service. Poor product quality can lead to consumer disappointment and negatively impact sales, while distribution delays can decrease consumer interest. In addition, the presence of new competitors may force consumers to switch to other products that are considered more satisfactory. Product quality, which



is influenced by factors such as harvesting method, soil fertility and type of processing, is an important factor in affecting income and consumer confidence.

2. According to Stanton in Angipora's book (2002:268), price is the amount of money (possibly plus some goods) needed to obtain a product and its accompanying services. Research shows that the price of coconut logs has dropped from Rp3,000-4,000 per kernel to Rp900 per kernel, while the price of copra has dropped from Rp9,000-10,000 per kilogram to Rp4,400 per kilogram. Despite the drop in prices, farmers continue to cultivate coconuts as it is their main source of income. The higher price of copra compared to the price of coconut logs makes many farmers choose to process coconuts into copra to increase their income. Respondents revealed that selling copra is more profitable and guarantees a better income. Pricing in the market is often influenced by market forces, where companies and traders set competitive prices to attract farmers to sell their produce. Therefore, companies or traders should set competitive prices, consider profits, and attract farmers to sell their coconut to them.
3. Purchasing power refers to the ability of companies or traders to purchase coconuts from farmers, including the capacity to buy in bulk especially when supply increases. To acquire coconuts from farmers, companies and traders often provide loans or capital, which are repaid when farmers sell their harvest. These loans greatly influence farmers' decision to sell their coconuts, as they help fulfill their daily needs, especially as not all farmers have enough money on hand every day. Farmers often seek loans from traders as part of the buying and selling process and repay the loan after the harvest. One respondent revealed that he borrowed money from a collector for his daily needs and the processing of his coconut plantation, with repayment of the loan made after the harvest.
4. Income is the difference between revenue and total production costs. According to Sukimo (2002), total farm income, or net income, is the difference between total receipts and total production costs, including all family inputs as production costs. Copra farmers generally have higher incomes than coconut farmers because processing coconut into copra adds value. Land size plays an important role in determining income; the larger the land, the more coconuts produced. For example, a 1-hectare plot of land with 116 coconut trees can produce 2000 coconuts, which if sold as loose coconuts earns Rp1,800,000. However, if processed into copra, the income increases significantly. In 1 hectare, about 500 kg of copra is usually produced, and with a price of Rp4,400/kg, the income can reach Rp2,200,000. Syahroni, one of the respondents, stated that selling



coconuts in copra form provides a higher income of around Rp5,500,000 from 2.5 hectares of land, excluding labor costs. In Potuho Jaya Village, farmers with 2.5 hectares of land can earn Rp4,500,000 from selling coconut logs or Rp5,500,000 if processed into copra. Sahni, a 56-year-old farmer with 2 hectares of land, reported an income of around IDR3,000,000 from selling loose coconuts, while processing coconuts into copra provides a higher income.

CONCLUSION

From the results and discussion of research in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency, it can be concluded that the picture of copra marketing can be seen from the farmers who have high potential to develop coconut or copra farming, collectors can support copra marketing in Potuho Jaya Village and the consumer side is very supportive of marketing. Meanwhile, the factors that influence copra marketing in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency include good quality, fairly cheap prices, purchasing power from Potuho Jaya Village and its surroundings, and income can be seen from the area of land, the more land the farmer has, the more his income.

It is hoped that the community in Potuho Jaya Village, Lalembuu Subdistrict, South Konawe Regency, especially coconut farmers, will continue to pay attention to and maintain the quality of copra produced and maintain the communication process between farmers and farmers, between farmers and copra buyers (collectors) so that the copra marketing process can run smoothly.

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