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Analysis Of The Marketing Distribution Pole Of Tempe Tofu In Lambusa Village Kecamatan Konda South Konawe District (Case Study of Tempet Benjo Tofu Farmers in Lambusa Village)

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Abstract

This research aims to determine the marketing distribution and analyze the efficiency of tofu and tempe marketing in IRT Benjo, Lambusa Village, Konda District, South Konawe Regency. The research was conducted in Lambusa Village, Konda District, South Konawe Regency, specifically at the Tofu and Tempe Household Industry Benjo. The research took place from October to November 2023. The population in this study consisted of the owners of the Benjo tofu and tempe business, collecting traders, retail traders, and distributor agents whose numbers were unknown. The sample determination technique for marketing institutions was determined using snowball sampling. The total sample size in this study was 17 people, consisting of 1 business owner, 6 retail traders, 5 collecting traders, and 5 distributor agents. The distribution pattern of tofu and tempe marketing was analyzed qualitatively through in-depth interviews with company owners and marketing institutions involved in the product flow from producers to end consumers. The efficiency of tofu and tempe marketing was analyzed using farmer share analysis by dividing the marketing margin at each marketing channel involved with the retail price at the marketing institution level. The results showed that 1) there were two distribution channels involved in the marketing of Benjo tofu and tempe in Lambusa Village, namely distribution channel I, where the Benjo tofu and tempe industry as the producer sold its products directly to end consumers without intermediary marketing institutions, and distribution channel II, where the producer sold its tofu and tempe products through collecting traders, who then resold them to retail traders, who in turn sold them to agents collaborating with kiosks and directly to end consumers, and 2) the marketing efficiency of Benjo tofu and tempe business in Lambusa Village on channel I was 80.48%, and on

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channel II was 55.61% for collecting traders and 57.78% for retail traders. Thus, it can be said that both the producer and marketing institutions have an efficient marketing system.

Keywords: Marketing; Efficiency; Tofu; Tempe.

INTRODUCTION

Agroindustry is a form of activity or activity that processes raw materials derived from plants and animals. Soekartawi (2000) defines agro-industry in two ways, namely agro-industry as an industry made from the main raw material of agricultural products and agro-industry as a stage of development as a continuation of agricultural development but before the stage of development reaches the stage of industrial development.

The demand for soybeans in Indonesia is very high, but the availability is far from sufficient because the production is very low so that to cover the shortage is still dependent on imports. Low soybean cultivation technology, reduced harvest area, cheap soybean import prices and prolonged dry season result in low domestic soybean production (Rahmasari et al., 2016). Soybean production in Indonesia has not been able to meet domestic needs so that to meet these needs the government imports soybeans. According to data from the Ministry of Agriculture (2019) soybean production in 2016 produced 859,653 tons/ha decreased in 2017 by 538,710 tons/ha and increased in 2018 to 982,598 tons/ha, and decreased again in 2019 to 799,000 tons/ha.

Facing the global era, every small business will face intense competition with other businesses. Therefore, an effective and efficient marketing strategy is needed to support increased sales so that the position or position of a business or industry in the market can be maintained or even improved (Wulandari, 2018). Assauri (2008) suggests that the marketing process with a marketing mix and distribution approach through the role of marketing institutions is the right way to understand marketing aspects with a network of organizations that are interdependent and cooperate in the flow of products, information, services and value from the producer level to the final consumer.

Marketing institutions in principle want to see how market actors in each chain and its main flow called producers obtain benefits in accordance with the sacrifices made. But on the other hand, an open market situation makes the level of competition between market participants even higher, where producers are in a weak position compared to other market participants, resulting in a price gap at the marketing margin level. (Ardhian, 2009). Marketing institutions can be said to be efficient if they are able to distribute production to consumers at the cheapest cost and are able to organize a fair distribution of profits from the overall price paid by consumers to all parties participating in production and trading activities (Rahardi, 2000).

An area with potential development prospects for the soybean industry is Southeast Sulawesi Province. The Southeast Sulawesi Agriculture Office (2021) states that the potential of dry land that has not been cultivated is 914,245 ha and there are about 281,692 ha of dry land. Soybean development land in Southeast Sulawesi is spread in almost every region, especially in

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Konda District of South Konawe Regency which is one of the areas where there are many tofu and tempeh entrepreneurs, one of which is the Benjo Tempe Tofu business. The Benjo tofu and tempeh business in Lambusa Village is said to run well if all agribusiness subsystems are interrelated with each other, especially the marketing subsystem. Marketing is one of the most important elements to support success in running a farm. By implementing a good marketing strategy, a business will be able to generate income in accordance with the wishes of the business owner (Rangkuti, 2000). In addition, marketing is important because marketing connects production and consumption activities by consumers or society (Siska et al*.,* 2022).

In addition to having an impact on producers, the distribution of tofu tempeh that has not been optimized will certainly have an impact on the six main principles set by the Ministry of Agriculture (2019), where the six main principles are on time, type, quantity, price, place and quality. With the problems that often occur related to the availability and price of raw materials for the Benjo tofu tempeh industry, it is hoped that in the future the process of distributing tofu tempeh and the needs of business actors can be adjusted to the six principles determined by the government. Therefore, researchers are interested in conducting research entitled "Analysis of Tempeh Tofu Marketing Distribution Patterns in South Konawe Regency (Case Study of Tempeh Tofu Household Industry in Lambusa Village, Konda District)".

METHOD

The population in this study was the owner of tahutempe Benjo business as much as 1 person, se rta collecting traders, retailers, and distributor agents whose number was previously unknown. Sampling technique in marketing institutions determined using *snowball sampling.* The number of samples in this study amounted to 17 people, consisting of 1 business owner, 6 retailers, 5 collectors, and 5 distributor agents. The type of data in this research is quantitative data derived from primary data and secondary data. Mathematically, the marketing efficiency formula is written with the following equation: (Surni *et al.,* 2014).

$$FS = 1 - \left[\frac{M}{He}\right] x\ 100\%$$

Description:

FS *farmer share* (%)

M Marketing margin (Rp/kg)

He Retail price (Rp/kg)

Criteria:

- If FS < 50%, then the marketing system is said to be inefficient
- If FS > 50%, then the marketing system is said to be efficient

According to Surni (2013) Marketing margins can be calculated using the following formula

M = He- Hp

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Or the amount of marketing margin
M = B + π

RESULTS AND DISCUSSION

Marketing Distribution Pattern

There are two marketing channel models, namely the zero-level marketing channel and the two-level marketing channel, which are described in the following sections.

1. Distribution Channel I (*Zero Stage Channel*), is a distribution model where tofu and tempeh products are directly sold by producers to end consumers without going through intermediaries or additional distribution channels. In this context, producers take a direct role in connecting their products with the consumer market without involving distributors, wholesalers, or retailers. More details about the type of marketing distribution channel of Benjo tofu and tempeh that occurs are shown in Figure 1 below:

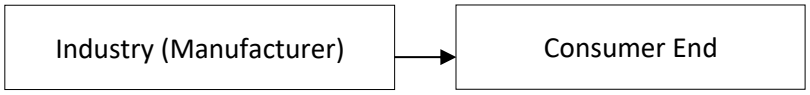


Figure 1. Distribution Pattern I

In marketing channel I, Benjo's tofu and tempeh industry as producers sell their products directly to final consumers without intermediary marketing institutions. Facts in the field found that producers directly sell their tempeh to consumers, and also work with intermediaries to bring their products to traditional markets such as kiosks, thus forming a distribution channel. In accordance with the opinion of Kotler (2002), which states that marketing channels are a series of interdependent organizations in the context of the process of distributing goods from producers to consumers. An item can move through several hands from the producer to the consumer.

2. Distribution Channel II (*Two Stage Channel*), is a path traveled by the flow of goods from producers to intermediaries to the hands of end consumers. In agricultural commodity marketing, there is often a long marketing chain involving many marketing actors. The type II marketing channel for Benjo tofu tempeh is shown in Figure 2 below:

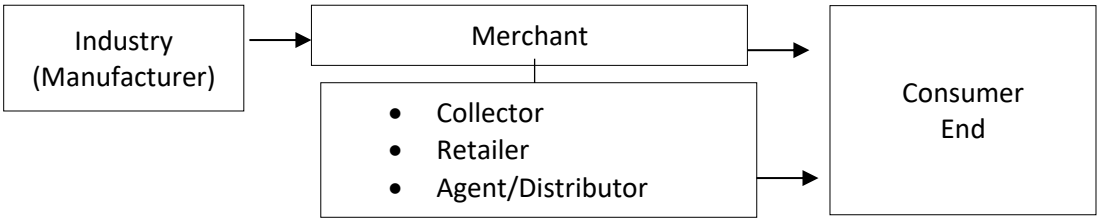


Figure 2. Distribution Pattern II

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Based on Figure 2, producers sell their tempura tofu products through intermediary traders, then these traders sell back to retailers, who then sell to agents who work with kiosks and directly to end consumers. In this scenario, the distribution channel becomes longer and involves more parties between the producer and the end consumer. The advantage of this distribution channel is that it increases market reach and allows producers to reach consumers in different locations. However, it can also add to distribution costs and cause complexity that needs to be managed. Decisions related to distribution channels should consider efficiency, cost, and market needs to achieve optimal results.

Marketing Costs, Margins, and Profits

1. Operational Costs

The average operational costs of the benjo tempeh tofu industry in Lambusa Village, Konda Sub-district, South Konawe Regency are presented in Table 1.

Table 1 Average Operating Costs of Benjo Tempe Tofu Business Industry in Lambusa Village, Konda Sub-district, South Konawe Regency in 2023

No.	Description	Value (Rp/Year)
1	Total Fixed Cost	7.501.095
2	Average	535.793
3	Total Variable Cost	65.160000
4	Average	8.145.000

Source: Primary data processed, 2023

Table 1 shows that the average production cost of benjo tofu and tempeh business in Lambusa Village, Konda Sub-district, South Konawe District reaches Rp8,682,793 per year, consisting of fixed costs of Rp537,793 and variable costs of Rp8,145,000 per year. The largest fixed cost component is a soybean grinding machine worth Rp5,000,000, while the lowest cost component is a knife at Rp10,000 per year. The highest variable cost is labor wages of IDR 36,000,000 per year, due to the large need for labor for production and marketing. This is in line with the views of Sundari and Priyanto (2016) who stated that labor in household agro-industries tends to be excessive due to intensive production and marketing processes. In contrast to Anzhita's research (2019), the production costs of tofu and tempeh in Langsa City reached IDR 19,927,897 per month, with an average production value of tempeh entrepreneurs IDR 27,461,538 and tofu IDR 20,812,500 per month.

2. Packaging Cost

Details of the packaging costs of Benjo tofu tempeh products carried out by collecting traders, retailers and distributor agents in Lambusa Village, Konda Sub-district, South Konawe District are shown in Table 2.

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Table 2 Average Cost of Packaging Benjo Tempeh Tofu Products in Lambusa Village, Konda District, South Konawe Regency in 2023

No.	Description	Value (Rp)
1	Manufacturer	24.000
2	Marketing Organization a. Collecting traders	60.000
	b. Retailers	27.000
	c. Agent/distributor	25.600
	Total	112.600
	Average	37.533

Source: Primary data processed, 2023

Table 2 shows that the average product packaging cost incurred by marketing institutions is Rp112,600 per month or Rp37,533 per pack, with variations between marketing institutions due to various factors affecting these costs. Marketing institutions that market large quantities of tofu and tempeh may benefit from economies of scale, such as purchasing packaging materials in bulk at lower prices or access to more efficient packaging machinery, which lowers the cost per unit of packaging. Each marketing institution uses different amounts of packaging, ranging from 4 to 8 packs per month, with each pack containing 100 pieces of plastic, with packaging prices ranging from IDR 4,500 to IDR 5,500 per pack. The type of packaging also varies, such as clear plastic and pouches, which adds to the cost differences due to variations in the price of packaging materials, labels, or designs.

3. Transportation Costs

The average transportation costs in marketing Benjo tempeh tofu by marketing institutions are shown in Table 3.

Table 3 Average Transportation Cost of Marketing Benjo Tempeh Tofu Products by Marketing Institution in 2023

No.	Marketing Organization	Value (Rp/month)
1	Collecting traders	267.500
2	Retailers	247.000
3	Agent/distributor	176.500
	Total	691.000
	Average	230.333

Source: Primary data processed, 2023

Table 3 shows that the average transportation cost incurred by tofu and tempeh marketing institutions is IDR 230,333 per month, with differences in costs between institutions influenced

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by marketing location, distribution location, and type of transportation used. A larger scale of operations can lower transportation costs per unit, while management efficiency and delivery policies also play a role in controlling costs. Controlling transportation costs is important in product distribution management to increase profitability. This is in line with the view of Riswanto (2021), who emphasized that transportation costs in tofu and tempeh distribution are highly dependent on the distance between production sites and distribution points, with longer distances requiring greater costs. Delivery frequency and vehicle efficiency also affect costs, with efficient fuel use helping to control transportation costs (Juan et al., 2018).

4. Cost of Risk

Details of the risk costs of Benjo tofu tempeh products carried out by marketing institutions are shown in Table 4.

Table 4 Average Risk Costs of Marketing Institutions for Benjo Tempeh Tofu Products in 2023

No.	Marketing Organization	Value (Rp/kg/month)
1	Collecting traders	114.000
2	Retailers	80.833
3	Agent/distributor	112.500
	Total	307.333
	Average	102.444

Source: Primary data processed, 2023

Table 4 shows that the average risk cost incurred by tofu and tempeh marketing institutions is IDR102,444 per kilogram per month. Differences in risk costs between institutions are influenced by their geographical location, risk management policies, and risk management capabilities. One of the main risks is product stock loss due to weather changes or damage during transportation, which is often addressed by the use of temperature- and moisture-resistant packaging. Quality risks, such as contamination or deterioration, also require additional costs for testing and quality management to maintain a good brand image. In addition, delivery delays can affect customer and business partner satisfaction, with additional costs to mitigate delays through more efficient delivery planning and logistics monitoring.

5. Purchase and Sales Expenses

This is a convenient method for consumers and is also commonly used in business More details about the buying and selling components of marketing institutions can be seen in Table 5.

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Table 5 Components of Purchase and Sales of Benjo Tempeh Tofu by Marketing Institution in 2023

Institution Marketing	Purchase and Sales (Month)			
	Purchase Volume (Kg/month)	Sales Volume (Kg/month)	Purchase Price (Rp/kg)	Price Sales (Rp/kg)
Collecting traders	40	18	21.000	23.000
Retailers	35	14	23.000	25.000

Source: Primary data processed, 2023

Table 5 shows a decrease in the sales volume of Benjo tofu tempeh from the volume of purchases by collecting traders and retailers. Collecting traders buy 40 kg of tempeh tofu per month at Rp21,000 per kg, but only sell around 18 kg per month at Rp23,000 per kg. Purchases are made by taking the product directly from the producer, weighing it, and paying in cash. Before selling the product, the collector trader negotiates with the retailer for delivery of the product, with an agreed price of Rp25,000 per kg. In the marketing process, both collectors and retailers require transportation to transport the tofu from the producer to the final consumer, which facilitates product distribution.

Marketing Margins and Profits

Margin and profit of Benjo tofu tempe marketing in marketing channel I in detail are shown in Table 6.

Table 6 Costs, Profits, and Marketing Margins of Benjo Tempeh Tofu on Marketing Channel I in Lambusa Village, Koda District, South Konawe Regency in 2023

No.	Description	Price (Rp/kg)	Percentage (%)
1	Manufacturer		
	a. Raw material cost	12.000	57,14
	b. Processing fee	1 .600	7,62
	c. Labor	2.500	11,90
	d. Packaging cost	800	3,81
	e. HPP	16.900	80,48
	f. Selling price	21.000	100,00
	- Tofu	11.000	52,38
	- Tempeh	10.000	47,62
	g. Advantages	4.100	19,52
2	Consumer		
	a. Purchase price	21.000	100,00
3	a. Marketing margin	4.100	19,52

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	b. Total cost of marketing	4.900	23,33
	c. Total profit	16.100	80,48

Source: Primary data processed, 2023

Referring to Table 6, the costs, profits, and marketing margins of tofu and tempeh from producers to consumers include various components of production costs, such as raw materials Rp12,000/kg, processing costs Rp1,600/kg, labor Rp2,500/kg, and packaging Rp800/kg, resulting in a cost of production (COGS) of Rp16,900/kg. The selling price of tofu to consumers is Rp21,000/kg, while tempeh is Rp11,000/kg, so the profit per kilogram of product reaches Rp4,100/kg. For consumers, the purchase price of tofu and tempeh products is Rp21,000/kg, with a marketing margin of 19.52% resulting in a total marketing cost of Rp4,900/kg. The total profit per kilogram is IDR 16,100/kg, reflecting a profit percentage of 80.48% in marketing channel I.

Table 7 Cost, Profit, and Marketing Margin of Benjo Tempeh Tofu in Marketing Channel II in Lambusa Village, Koda Subdistrict, South Konawe Regency in 2023

No.	Description	Price (Rp/kg)	Percentage (%)
1	Manufacturer		
	a. Raw material cost	12.000	57,14
	b. Processing fee	1.600	7,62
	c. Labor	2.500	11,90
	d. Packaging cost	800	3,81
	e. HPP	16.900	80,48
	f. Selling price	21.000	100,00
	- Tofu	11.000	52,38
	- Tempeh	10.000	47,62
	g. Advantages	4.100	19,52
2	Collecting Traders		
	a. Purchase price	21.000	91,30
	b. Packaging cost	1.500	6,52
	c. Transportation costs	6.688	65,48
	d. Cost of risk	2.850	12,39
	e. Storage cost	1.750	7,61
	e. HPP	12.788	55,60
	f. Selling price	23.000	100,00
	g. Marketing margin	10.213	44,40
3	Retailer		
	a. Purchase price	23.000	92,00
	b. Packaging cost	771	3,08

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	c. Transportation costs d. Cost of risk e. Storage cost f. Loading and unloading fees e. HPP f. Selling price g. Marketing margin	7.057 2.310 2.607 1.700 14.445 25.000 10.555	28,23 9,24 10,43 6,80 57,78 100,00 42,22
4	Consumer a. Purchase price - Collector - Retailer	 23.000 25.000	 100,00 100,00

Source: Primary data processed, 2023

Table 7 shows that at the intermediary level, the purchase price of products from producers is Rp21,000/kg, with additional costs such as packaging, transportation, risk, and storage resulting in a cost of goods (COGS) of Rp12,788/kg. Collecting traders sell the product at Rp23,000/kg, earning a marketing margin of Rp10,213/kg or 44.40%. At the retailer level, the purchase price from the collector is IDR 23,000/kg, with additional costs including packaging, transportation, risk, storage, and loading and unloading, resulting in a COGS of IDR 14,445/kg. The selling price at the retailer level is Rp25,000/kg, with a marketing margin of Rp10,555/kg or 42.22%. Consumers buy the product for Rp23,000/kg from intermediary traders or Rp25,000/kg from retailers, which is the final point in the distribution chain.

Marketing Efficiency Based on *Farmer's Share*

To find out the level of marketing efficiency of Benjo's tempeh tofu in Lambusa Village, more details can be seen in Table 8.

Table 8 Marketing Efficiency of Benjo Tempeh Tofu in Marketing Channel I in Lambusa Village, Koda District, South Konawe Regency in 2023

No.	Description	Value (Rp/kg)
1 2	Marketing margin Product retail price	4.100 21.000
	Farmer's Share	1 - 19,52% 80,48%

Table 8 indicates that the marketing margin in marketing channel I reached Rp4,100/kg with a retail price of tofu and tempeh products of Rp21,000/kg, where this margin is the difference between the selling price and the cost of production which includes the cost of raw materials,

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processing, labor, and packaging. Producers earned a profit of IDR 4,100/kg, and the farmer's share reached 80.48%, reflecting a fair distribution of value added in the marketing chain. High marketing efficiency is measured by the ability of businesses to maintain added value and manage operational costs, indicating effective marketing strategies, efficient management, and good competitiveness. High marketing efficiency increases profitability and business sustainability (Kotler, 2006). However, opportunities for improvement remain through analysis of cost components and marketing strategies, as well as product diversification or quality improvement to optimize business revenue (Armstrong, 1998).

Table 9 Marketing Efficiency of Benjo Tempeh Tofu in Marketing Channel II in Lambusa Village, Koda District, South Konawe Regency in 2023

No.	Description	Value (Rp/kg)
1	Collecting traders a. Marketing margin b. Product retail price	 10.213 23.000
	Farmer's Share	1 - 44,39% 55,61%
2	Retailers a. Marketing margin b. Product retail price	 10.555 25.000
	Farmer's Share	1 - 42,22% 57,78%

Table 9 shows that in marketing channel II, intermediary traders receive a Farmer's Share of 55.61%, which means that intermediary traders receive approximately 55.61% of the selling price of Benjo tofu tempeh products as part of the added value in the distribution chain, thus reflecting a fair profit for producers after going through intermediary traders. At the retailer level, the Farmer's Share increases to 57.78%, which means that producers receive around 57.78% of the selling price at the consumer level, indicating an increase in the profit share for producers through the distribution channel to retailers. This level of efficiency illustrates the fair distribution of profits in the distribution chain, which is a reference in understanding the economic benefits received by farmers. This finding is in line with Yakub's (2014) research on soybean farm marketing in Central Sulawesi, which showed that the marketing margin of soybean yielded a profit of Rp25,000/kg and the level of marketing efficiency from farmers to intermediary traders was 100%, and from intermediary traders to final consumers was 58.33% to 61.53%.

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CONCLUSION

Based on the results of the research that has been conducted and described, it can be concluded that there are two marketing distribution channels involved in the marketing of Benjo tempeh tofu in Lambusa Village, namely marketing channel I, where the Benjo tempeh tofu industry as a producer sells its products directly to end consumers without intermediary marketing institutions, and channel II distribution, where producers sell their tempeh tofu products through intermediary collecting traders, then the collecting traders sell back to retailers, which are then sold to agents who cooperate with kiosks and directly to end consumers.

The marketing efficiency of the benjo tempeh tofu business in Lambusa Village in marketing channel I is 80.48%, and in marketing channel II it is 55.61% at intermediary traders and 57.78% at retailers. Thus, it can be said that the criteria for both producers and marketing institutions have an efficient marketing system.

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