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Marketing Analysis of Groundnut and Maize in Tongkuno District, Muna Regency

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Abstract

This study aims to analyze the marketing channels of peanuts and corn in Tongkuno District, Muna Regency, to analyze the size of the marketing margin, and the profits obtained by peanut and corn traders in Tongkuno District, Muna Regency, and to analyze the level of efficiency of marketing peanuts and corn in Tongkuno District, Muna Regency. The determination of the research location was carried out by simple random sampling with a total of 41 respondents. Data analysis using descriptive qualitative analysis, marketing margin, profit, and marketing efficiency. The results of the study obtained 1 peanut and corn marketing channel that is homogeneous, namely from farmers to retailers. And in this marketing channel, farmers only spend costs in each form of cost per kilogram, namely packaging costs for peanuts of Rp40.12/Kg, while for corn Rp40.00/Kg, transportation costs for peanuts of Rp340.12/Kg, while for corn Rp308.00/Kg, the cost of tax retribution for peanuts is Rp45.34/Kg, and for corn Rp41.05/Kg, the cost of storage for peanuts is Rp66.13/Kg while for corn Rp60.00/Kg. The average purchase price of peanut and corn retailers is Rp22,385/Kg for the Bali price of peanuts while for corn Rp5,385/Kg. for the average selling price of peanuts is Rp25,308/Kg and corn Rp7,500/Kg. So the results of the study show that the marketing channels for peanuts and corn in Tongkuno District, Muna Regency are efficient. So the Farmer share value of peanut marketing is 89% and for corn is 72%.

Keywords: Peanuts, Corn, Marketing Costs, Marketing Margins, Profits, Marketing Efficiency.

INTRODUCTION

Indonesia is a country with two seasons, namely the dry season and the rainy season,

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without knowing the snow, spring, summer, or fall seasons. The existence of these two seasons provides a comparative advantage for the development of the agricultural sector, as crops can be cultivated throughout the year (Sukino, 2016). The agricultural sector plays an important role in increasing the country's foreign exchange and providing livelihoods for the community. Therefore, much of Indonesia's development focuses on the agricultural sector, including through the production of food crops such as groundnuts and maize.

Groundnut (*Arachis hypogaea L.*), a legume, is the second most important commodity after soybean in Indonesia. Demand for peanuts, especially from the processed food industry, continues to increase, thus encouraging an increase in farmers' income. However, domestic peanut production has not been able to meet the needs, so Indonesia still imports a significant amount of peanuts. FAO data (2009-2013) recorded Indonesia as the second largest peanut importing country in the world with an average import of 137.17 thousand tons per year (Ministry of Agriculture, 2016). Meanwhile, maize is the second most important food commodity after rice. Demand for maize increases along with the development of the animal feed industry and other industrial raw materials. In the last decade, the demand for maize has continued to increase by 0.34% per year (Sarasutha, 2002).

Marketing is one of the most important activities in agricultural business. Marketing aims to move goods from producers to consumers. In practice, farmers often need the help of marketing institutions to distribute goods to consumers, which is considered to reduce marketing costs. A marketing channel is a series of activities through which goods pass from farmers to consumers. Marketing efficiency refers to the selection of appropriate methods in marketing so as to provide maximum profit for business actors, from the production process to the final sale.

Southeast Sulawesi is one of the potential areas for corn and peanut development, including Muna Regency. Based on BPS data of Muna Regency in 2023, the corn land area reached 5,836 hectares with a production of 15,291.4 tons, while the peanut land area was 550 hectares with a production of 495.0 tons.

Table 1 Maize and Groundnut Crop Production Data in Muna Regency

No.	Food crops	2019	2020	2021	2022	2023
1.	Corn	22.816	23.862	23.719	36.428	15.291
2.	Groundnut	853	1.165	922,7	888	495

Source: BPS data Kab. Muna 2024

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Table 1 shows fluctuations in maize and groundnut production over the last five years. Maize and groundnut production tends to decrease in 2023, to 15,291 tons and 495 tons respectively. This decline is partly due to the lack of attention to marketing, which results in low marketing efficiency. The high cost of marketing, which is influenced by the type of commodity, the location of marketing, and the role of marketing institutions, is a major factor (Soekartawi, 1993).

As production fluctuates, maize demand and supply are also affected. In addition, price imbalances between producer and consumer markets reflect the existence of monopsony by traders, which tends to harm farmers. This encourages researchers to find out about marketing channels, margins, marketing costs, profits, *farmer share* and calculate how efficient the marketing of peanuts and corn is, which has been arranged in accordance with the formulation of the problem, by compiling a study entitled "Marketing Analysis of Peanuts and Corn in Tongkuno District, Muna Regency".

METHOD

The population in this study consisted of farmers and traders of peanut and corn plants in Tongkuno District, with a total population of 20 peanut farmers and 32 corn farmers while the population of peanut and corn traders was 20 people, so the total population was 72 people. The population was then drawn into a research sample using a *simple random sampling* technique of 41 people, consisting of 13 peanut farmers, 15 corn farmers, and 13 peanut and corn traders.

In collecting data, researchers used observation, interview, and literature techniques. To analyze the first problem, descriptive qualitative analysis was used to describe the marketing channels of peanut and corn in Tongkuno Sub-district. As for the second problem, quantitative analysis was conducted to calculate marketing margins, profits, and marketing efficiency using the following formula:

1. Marketing Margin can be calculated using the following formula: (Surni *et al*, 2022)
   M = HK - HP
   Description:
   M = Marketing margin (Rp/Kg)
   HK= Price at consumer level (Rp/Kg)
   HP= Price at producer level (Rp/Kg)
2. Profits can be calculated using the following formula: (Surni *et al*, 2022)
   π = M- B

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Description:

π: The amount of profit received by marketing actors (Rp/Kg)

M: Marketing margin (IDR/Kg)

B: Marketing cost (IDR/Kg)

3. Marketing efficiency in marketing channels can be calculated using the following formula (Surni *et al*, 2022

$$FS = 1 - \frac{M}{HE}\ X\ 100\%$$

Description:

FS *: farmer share* (%)

M : Marketing margin earned by traders (Rp/Kg)

HE: Retail Price (IDR/Kg)

If, FS≥ 50% then the marketing channel is efficient

FS < 50% then the marketing channel is not efficient.

RESULTS AND DISCUSSION

Purchase and Sales Data of Peanut and Maize Retailers

According to Sutrisno (2010), retailers are traders who buy agricultural products from farmers or middlemen and collectors and then sell them to final consumers (households). The data on purchases and sales of peanut and corn retailers are as follows:

Table 2 Purchasing and Sales Data of Peanut and Maize from Retailers in Tongkuno District, Muna Regency

	Description	Purchasing	Sales
Volume	Peanut	265 Kg/Month	265 Kg/Month
	Maize	292 Kg/Month	292 Kg/Month
Price	Peanut	22.385 Rp/Kg	25.308 Rp/Kg
	Maize	5.385 Rp/Kg	7.500 Rp/Kg
Value	Peanut	5.981.538 Rp/Month	6.747.692 Rp/Month
	Maize	1.569.231 Rp/Month	2.192.308 Rp/Month

Based on the data in table 2 above, researchers can explain as follows;

1. The average purchase volume of groundnuts from retailers is 265 kg/month, while the average purchase volume of corn from retailers is 292 kg/month, and the sales volume of groundnuts from retailers is 265 kg/month, while the sales volume of corn from

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retailers is 292 kg/month. Purchase volume is the amount of peanut and corn purchases from farmers expressed in kilograms in a certain period. Swastha and Irawan (2008) explain that the measurement of sales volume can be done in two ways, namely the achievement of sales targets, where sales targets are measured based on units of products sold. And an increase in the amount of profit, where the increase in profit is obtained from the total value of the company's real sales in a certain period.

2. The average purchase price of peanut retailers is IDR 22,385 per kilo, while the average purchase price for corn is IDR 5,385 per kilo, and for the average sales price of peanut retailers is IDR 25,308 per kilo, and for corn is IDR 7,500 per kilo.According to Adrian *et al* (*2018*) that price is one of the important elements in economic activity, because price plays a role in determining the decision to buy and sell goods or services, the higher the price level of peanuts and corn to farmers, able to make farmers' income levels better.
3. The average purchase value of retailers for peanuts is IDR 5,981,538 per month, and for maize is IDR 1,569,231 per month, while the average sales value for peanuts is IDR 6,747,692 per month, and for maize is IDR 2,192,308 per month. Price is the value expressed in rupiah, but in other circumstances price is defined as the amount paid by the buyer. In other words, price is an agreement regarding the sale and purchase of goods / services where the agreement is agreed upon by two parties Idrasari, (2019).

Sales Volume of Groundnut and Maize Retailers

Swastha and Irawan (2008) explain that the measurement of sales volume can be done in two ways, namely the achievement of sales targets, where sales targets are measured based on units of products sold. The sales volume data of peanut and corn retailers are as follows:

Table 3 Sales Data of Groundnuts and Maize from Retailers in Tongkuno District, Muna Regency

	Description	Volume	Percentage (%)
Sales Volume	Peanuts	265 Kg/Month	47,58
	Corn	292 Kg/Month	52,42
	Total	557 Kg/Month	100
Sales Price	Peanuts	25,308 Rp/Kg	77,14
	Corn	7,500 Rp/Kg	22,86
	Total	32,808 Rp/Kg	100
Sales Value	Peanuts	6,747,692 Rp.	75,48

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	Corn	2,192,308 Rp.	24,52
	Total	8,940,000 Rp.	100

Based on Table 3 above, the sales of groundnuts and maize by retailers in Tongkuno sub-district can be explained as follows;

1. For sales volume, the average sales volume of groundnuts among retailers is 265 kg/month with a percentage value of 47.58%, while the average sales volume of corn is 292 kg/month with a percentage value of 52.42%, resulting in a percentage value of 100%.
2. For sales prices, the average selling price of groundnuts among retailers is IDR 25,308 per kilo with a percentage value of 77.14%, while the average selling price of maize is IDR 7,500 per kilo with a percentage value of 22.86%, resulting in a percentage value of 100%. Price is the value expressed in rupiah, but in other circumstances price is defined as the amount paid by the buyer. In other words, price is an agreement regarding the sale and purchase of goods / services where the agreement is agreed upon by two parties Idrasari, (2019).
3. For the sales value, it shows that the average sales value of peanut retailers is IDR 6,747,692 per month with a percentage value of 75.48%, while the average sales value of corn is IDR 2,192,308 per month with a percentage value of 20.78%, resulting in a percentage value of 100%. According to Adrian *et al* (2018) that price is one of the important elements in economic activity, because price plays a role in determining the decision to buy and sell goods or services, the higher the price level of peanuts and corn to farmers, able to make farmers' income levels better.

Marketing Channels of Groundnut and Maize

From the results of the research, it can be seen that the marketing channels that occur in the marketing process of peanuts and corn in Tongkuno District, Muna Regency can be seen in Figure 1.

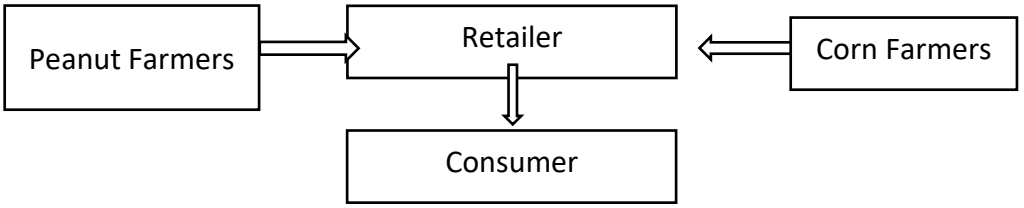


Figure 1 Marketing channels for groundnut and maize in Tongkuno sub-district

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Based on Figure 1 it is known that there is only one intermediary connecting peanut and maize farmers with consumers, namely retailers. When the harvest rotation arrives, peanut and maize farmers will sell their crops to retailers with varying sales volumes per month. The amount and purchase price of retailer traders to peanut farmers and corn farmers per month, for the purchase of peanuts is 3,440 kg at a price of IDR 77,760,000 while for corn it is 3,800 kg at a price of IDR 20,400,000, for retailer traders monthly sales amount to 3,440 kg at a price of IDR 87,720,000 for peanuts and corn totaling 3,800 kg at a price of IDR 28,500,000 obtained from sales to consumers in several markets, namely the wakuru central market, wakumoro market and lombe market.

Marketing Costs of Groundnut and Maize

Marketing costs incurred by retailers of groundnuts and maize include packaging, transportation, tax levies and storage, as shown in the following table:

Table 4 Marketing costs of groundnut and maize

No.	Cost element	Peanuts			Corn		
		Total	Price/Unit	Value (Rp)	Total	Price/Unit	Value (Rp)
1.	Packaging	69 Kg	2.000	138.000	76 kg	2.000	152.000
2.	Transportatio	78 x	15.000	1.170.000	78 x	15.000	1.170.000
3.	Retribution tax	78 x	2.000	156.000	78 x	2.000	156.000
4.	Storage Area	13 months	17.500	227.500	13 months	17.500	227.000
Total		238	36.500	1.691.500	245	36.500	1.705.000
Average		60	9.125	422.875	61	9.125	426.250

Source: Primary data processed, 2024

Table 4 above presents data on marketing costs for groundnuts and maize, for more details see the following table;

1. The packaging used by peanut retailers is 50 kg sacks at Rp2,000 per sack, with a total of 69 sacks used for Rp138,000 (Rp40.12 per kg). Transportation costs per delivery are IDR 15,000, with 6 deliveries per trader each month, a total of 78 deliveries for all traders for IDR 1,170,000. Market retribution costs IDR 2,000 per market day, made 6 times per month by each trader, for a total of 78 payments for IDR 156,000. Monthly storage fees of IDR 17,500 per trader, using 13 warehouses for a total of IDR 227,500.

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2. The maize retailers use 50 kg sacks for IDR 2,000 per sack, with a total of 76 sacks used for IDR 152,000. Transportation costs per delivery are IDR 15,000, with 6 deliveries per trader each month, a total of 78 deliveries for all traders for IDR 1,170,000. Market retribution cost of IDR2,000 per market day, done 6 times per month by each trader, totaling 78 payments for IDR156,000. Storage costs per month IDR 17,500 per trader, using 13 warehouses for a total of IDR 227,500.

Marketing Margin of Groundnut and Maize

Marketing margin is the difference between the price paid by the final consumer and the price given to farmers (producers), or the overall costs incurred in the marketing process and the profits earned by market actors (Surni, *et. al* 2022). The marketing of peanuts and corn in Tongkuno Sub-district, Muna Regency involves 3 marketing institutions but there is 1 margin at the retailer level. The margin for peanut retailers averaged IDR 2,923/Kg, which was obtained from the selling price of peanuts minus the purchase price of peanuts, and for corn averaged IDR 2,115/Kg, which was obtained from the selling price of corn minus the purchase price of corn from retailers. The margins in the marketing process of groundnuts and maize are obtained from the difference between the purchase price at the farm level (producers), and the selling price to consumers.

Profits of Peanut and Maize Retailers

Profit is the result of subtraction from the marketing margin minus marketing costs (Surni*, et al*, 2022). and the marketing profit of peanut retailers is IDR 2,431/Kg, which is obtained from the marketing margin of peanuts minus the marketing costs of peanuts while for corn marketing profit is IDR 1,666/Kg, which is obtained from the marketing margin of corn minus the marketing costs of corn which can be seen in table 4.

***Farmer Share of* Groundnut and Maize Marketing**

Farmer share is the ratio between the price received by farmers and the price paid by consumers. The amount of *farmer share* is as follows:

Table 5 Marketing margins, costs, profits and farmer share

No.	Description	Peanut Marketing Channel		Maize Marketing Channel	
		Rp/Kg	FS (%)	Rp/Kg	FS (%)
1.	Purchase Price	22.385		5.385	

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2.	Selling Price	25.308		7.500	
3.	Marketing Costs				
	Packaging	40,12		40,00	
	Transportation	340,12		308,00	
	Retribution Tax	45,34		41,05	
	Storage Area	66,13		60,00	
	Total Marketing Cost	491,71		449,05	
4.	Profits Gained	2.431,29		1.666	
5.	Marketing Margin	2.923		2.115	
6.	*Farmer's Share*		89%		72%

Source: Primary data processed, 2024

Based on Table 5, the average purchase price of peanuts per kilo is IDR 22,385, while for maize it is IDR 5,385, and the average selling price of peanuts to consumers is IDR 25,308, while for maize it is IDR 7,500. The costs incurred by retailers are packaging costs of Rp40.12/Kg for peanuts, while for corn it is Rp40.00/Kg, transportation costs of Rp340.12/Kg for peanuts while for corn it is Rp308.00/Kg , tax levy costs for peanuts are Rp45.34/Kg, and for corn it is Rp41.05/Kg, storage costs for peanuts are Rp66.13/Kg while for corn it is Rp60.00/Kg. Thus, the *Farmer share* value of peanut marketing is 89% and that of maize is 72%.

Marketing Efficiencies of Groundnut and Maize in Tongkuno Sub-district

Efficiency is a change that aims to improve marketing or commerce, which also means improving or increasing marketing efficiency. Marketing efficiency means creating a state of satisfaction for the parties, namely producers, especially oil palm farmers, marketing institutions, and consumers. Measurements to achieve efficiency, including consumer satisfaction with the goods and services they receive are the output of trade or marketing (Surni, *et. al*, 2022). Meanwhile, according to Gumbira (2018) that the marketing system can be considered efficient when it is able to meet the demand of farmers in a reasonable way, and offer products from producers to consumers with minimal marketing costs. The following is a solution to determine the level of efficiency of peanut marketing in Tongkuno District, Muna Regency. Based on the calculation of the *farmer share* formula, it can be concluded that the peanut marketing channel in Tongkuno District, Muna Regency is efficient with the efficient value of the marketing channel obtained, namely 89%> 50%.

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While the solution to determine the level of efficiency of corn marketing in Tongkuno District, Muna Regency is based on the calculation of the *farmer share* formula which can be concluded that the existing corn marketing channel in Tongkuno District, Muna Regency is efficient with the efficient value of the marketing channel obtained, namely 72%> 50%.

CONCLUSION

From the results of the study, it can be seen that the marketing channels that occur in the marketing process of peanuts and corn in Tongkuno District, Muna Regency are from peanut and corn farmers, to retail traders, then to consumers, so the marketing channels of peanuts and corn are distributed by retail traders then retail traders sell them to consumers in several markets, namely the wakuru central market, wakumoro market and lombe market.

The amount of marketing margin obtained from the selling price minus the purchase price is Rp2,923/Kg for peanuts, while for maize it is Rp2,115/Kg. While the profit obtained from the marketing margin is deducted from the total marketing costs incurred, so that the profit for peanut marketing is IDR 2,431.29/Kg, while for maize marketing it is IDR 1,666.00/Kg.

For the level of marketing efficiency of peanuts and corn in Tongkuno District of Muna Regency from peanut marketing is 89% and for corn is 72%, because the *farmer share* obtained is greater than 50%, the peanut and corn marketing channel in Tongkuno District of Muna Regency can be said to be efficient.

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