

Efficiency Cassava Marketing in Lohia District, Muna Regency

Cindy Mentari ¹, Surni ², Rosmawaty ³

¹ Student of Agribusiness Department, Faculty of Agriculture, Hallucinations Oleo University

^{2,3} Lecturer at Faculty of Agriculture, Hallucinations Oleo University, Kendari

Indonesia Corresponding Author: cindymentaric@gmail.com

Abstract

This study aims to (1) identify the marketing channels of cassava in Lohia District, Muna Regency, and (2) determine the efficiency and marketing margin of cassava in Lohia District, Muna Regency. The research was conducted in Lohia District, Muna Regency, from November 2024 to March 2025. The study employed descriptive analysis, marketing margin analysis, and marketing efficiency analysis (Farmer's Share). The respondents consisted of 30 cassava farmers selected using simple random sampling, and 6 retailers selected using snowball sampling. The results of the study indicate that: (1) there are two marketing channels, namely: (a) Farmer–Consumer and (b) Farmer–Retailer–Consumer; (2) the marketing margin obtained in Channel II was IDR 6,000 per kilogram. The analysis of the percentage of the price received by farmers (farmer's share) in Channel II was 54%, which demonstrates that cassava marketing in Lohia District operates efficiently.

Keywords : Efficiency, Cassava, Marketing Channels, Margin

INTRODUCTION

Indonesia as an agricultural country make sector agriculture as one of the sectors that play a role important in growth country's economy . Land area , condition geography and development technology agriculture participate support development agriculture in Indonesia so that can produce commodities featured . In addition Power competition commodities agriculture Indonesia occupy sufficient position tall in the market international (Septiana , 2019). So that matter the can utilized For continuity life public .

Subsector plant food own role important in realize resilience food national , absorption power work , provider material raw materials , industry and food . One of the commodities included into the subsector plants food and have sufficient role important in resilience food



national namely cassava . Commodity plant food that becomes superior and has potential in growth Indonesia's economy is cassava (*Manihot esculenta*). Cassava own Power high adaptability For grow and develop on land dry , and have tree spectrum industry wide , and capable produce sufficient foreign exchange big . Indonesia is still own opportunity For increase export potential Indonesian cassava production is supported by cassava productivity which is always positive and increasing although production and area land experience fluctuations (Asriani , 2010).

Sector development agriculture is one of the part from development national aim increase production in a way continuity, good For fulfil need consumption public or even for fulfil need material standard sector industry (Rukmana, 1997).

Cassava or Cassava (*Manihot esculenta*) is one of the commodities tubers from subsector plant food that has age long , which is generally growing in the area tropical including Indonesia with ability adaptation to high environment , but sensitive to low temperature . As one of the plant important food in the world of agriculture , cassava Enough Good For developed (Sukmawani , 2005). Cassava also has characteristics that can make interesting in cultivate . besides thats cassava own content high carbohydrates , available throughout years and cassava Still give results even on less fertile soil fertile , where plant other No Again give results , due to cassava plants easy adapt self with place growth , and rarely attack pests and diseases (Aboki *et al* . 2013).

Muna Regency has potential land large farms , some of which big source his search is a sub- sector agriculture plant food . One of the the most widely planted plants is cassava . According to the Central Statistics Agency (2023), it was recorded amount The population of Muna Regency is 231.98 thousand soul , whereas amount cassava production as much as 16,555.28 tons/ha.

Muna Regency is area cassava producers are one of them is located in Lohia District . Lohia District is area cassava producers , land community - owned agriculture part big planted with cassava plants . Population Lohia people are interested For cultivating cassava due to cassava is one of the type plants that can grows in gardens and yards house . Cassava No need complicated care Because can grow in dry areas and can grow everywhere type land .

Marketing process there is institutions marketing from manufacturer until to engaged consumers in channel marketing , so that happen difference price received manufacturer with the price paid by consumers . The difference price the caused by existence costs and benefits marketing and in general the more Lots institution marketing involved in cost marketing or chain marketing the more long , then difference price the the more big , so that will get share (part)





price) which is more low (Kastaman, 2006). Cause chain marketing results long farming and farmers (producers) often experience loss is (1) lack of market information, (2) weakness farmers (producers) utilize market opportunities, (3) weakness position bid farmers (producers) to get higher price good, and (4) in general farmers (producers) in do activity farming No based on market demand.

Marketing it is said Good if Already efficient, where farmer as manufacturer can obtain an appropriate (profitable) price share, so farmer can increase his income. Meanwhile that , for increase income to the institutions involved can achieved if institution cassava marketing can do functions marketing with effective and efficient . What if cassava price can compete with Good on the market , then will impact For improvement welfare parties involved in the cassava marketing process , especially for farmers who play a role as producer . Income farmer will increase with the more its efficiency channel marketing the .

Marketing efficiency is objective the desired ending achieved in system marketing , where system marketing can give satisfaction to all parties involved in institution marketing . Marketing called efficient , if created condition Where producers , institutions marketing and consumers get satisfaction with existence activity marketing (Intan , 2001) .

Channel long marketing, differences price received manufacturer with price paid consumers, and the market provides high prices so income farmer will increase and vice versa What when price low so income farmer will down matter This then it is necessary Forknow cassava channel in Lohia District, Muna Regency.

Farmers in Lohia District in institutions marketing involved in marketing results agriculture need know How channel marketing that occurs in Lohia District , differences in share margin and efficiency marketing . This is become reason Why need done study efficiency cassava marketing in Lohia District, Muna Regency .

METHOD

Study This was carried out in Lohia District , Muna Regency . The determination location study done in a way intentionally purposive sampling with consideration that location the is cassava producers in Lohia District . Research This start conducted in November 2024 to March 2025. Population There are 120 traders and farmers in Lohia District , 25 % or consisting of 30 respondents from 6 traders diluents and 24 farmers .

Type of data used in study This are primary data and secondary data. In research This use method data collection with use method interviews, documentation. Data analysis methods using analysis descriptive and analytical quantitative.



1. Descriptive analysis

Descriptive analysis is a statistical analysis used to analyze data by describing or depicting the data that has been collected as it is, without making general conclusions. Sugiyono . (2016). *Research Methods Quantitative , Qualitative , and R&D* . Bandung: Alfabeta .

2. Analysis quantitative

Analysis quantitative is analysis used For research population or sample specific , data collection uses instrument research , data analysis is of a nature statistics , with objective test hypothesis that has been set . For answer problem second that is How many big efficiency marketing, and large marketing margins , then used analysis quantitative with use formula (Surni *et al*, 2022)

$$M = H_e - H_p \dots\dots\dots 1$$

Information:

M = Marketing Margin
 H_e = Price at consumer level (Rp)
 H_p = Price at producer level (Rp)

Formula For count profits earned perpetrator marketing is as following (Surni *et al* , 2022):

$$\pi = M - C \dots\dots\dots 2$$

Information:

π = Profit (Rp/Kg)
M = Marketing margin (Rp/Kg)
C = Cost marketing (Rp/Kg)

Formula For count *Farmer Share* marketing is as following (Surni *et al* , 2022):

$$FS = 1 - \frac{M}{H_e} \times 100 \% \dots\dots\dots 3$$

Information:

FS = Farmer's share (percentage part price received by farmers from price received consumer last) (Rp/Kg)
M = Marketing margin obtained trader (Rp/Kg)
 H_e = Selling price (Rp/Kg)

With criteria:

- a. If $FS > 50\%$, then channel marketing Already efficient .
- b. If $FS \leq 50\%$, then channel marketing Not yet efficient .

RESULTS AND DISCUSSION

Cassava Marketing Margin

Marketing margin is difference price something goods received manufacturer with price paid consumers, which consist of on cost For distribute / market and profit institution Marketing. Cassava marketing margin is difference between price selling and price buy cassava in Lohia District, Muna Regency . For knowing the marketing margin of cassava at each channel marketing that must be known is price selling and price buy every institution marketing involved .

Table 4.8 Marketing margin of cassava in Lohia District , Muna Regency

No	Description	Channel I Amount (Rp/Kg)	Channel II Amount (Rp/Kg)
1	Farmer		
	Purchase price	-	
	Selling price	5,000	
	Marketing margin amount	-	
2	Trader thinner		
	Selling price		7,000
	Purchase price		13,000
	Marketing margin amount		6,000

Based on Table 4.8 it shows the channel marketing I which is channel directly where in matter This manufacturer at a time play a role as trader retailer in market results production cassava farming carried out by farmers selling cassava at the market with price selling Rp. 5,000 / kg and channel I does not have a marketing margin Because farmers who market direct to consumer without intermediary .

On the channel marketing II which is channel marketing No direct in channel This started from farmers who sell results production cassava farming direct to sword retailer with price Rp. 7,000/kg, trader retailer sell to consumer of Rp . 13,000/kg, with the marketing margin for cassava received at the level of trader retailer is of Rp. 6,000/kg.

Cost Cassava Marketing

Cost marketing that is costs incurred by farmers or trader in support the cassava marketing process . According to Mulyadi (2014) , understanding cost marketing in a broad sense is costs covering all costs incurred since moment product finished produced and stored in warehouse until product the changed return in form cash .

Table 4.9 Marketing Margin, Costs and Profits Marketing of cassava in Channel II in Lohia District, Muna Regency.

No	Description	Cost (Rp/Kg)	FS (%)
1	Purchase price from farmers	7,000	
2	Selling price to consumer	13,000	
3	Cost Marketing		
	- Transportation	160.3	
	-Labor	229.3	
	-Rent	15.29	
	- Plastic Packaging	10.51	
4	Total cost Marketing	424.53	
5	Profit Marketing	5,575.47	
6	Marketing Margin	6,000	
7	<i>Farmer's Share</i>		54%

Based on Table 4.9 shows that on the channel marketing II , namely trader retailers , in channel This started from farmers who sell results production cassava farming direct to trader retailer with an average price of Rp. 7000/kg, while trader retailer sell to consumer with price Rp. 13,000/kg with total cost marketing issued at the level This is amounting to Rp . 424.53/kg. The marketing margin for cassava received at the level trader retailer is of Rp . 6,000/kg with profit amounting to Rp.5,575.47/Kg. and Farmer's Share which accepted by 54%.

Profit Cassava Marketing

Marketing No will let go with profit If something institution do marketing Then He get

profit so institution marketing the can it is said that has succeed do or sell results his merchandise . Profit According to Pratiwi, *et al* . (2020) , that profit is acquisition clean after he did subtraction between total revenue and total costs used during activity production .

Profit is results received by the institution marketing on activity cassava marketing carried out in Lohia District , Muna Regency, the profits received can seen in Table 4.9 shows that institution marketing channel marketing II , namely trader retailer own high profits amounting to Rp5,575.47/ kg. This is due to trader retailer has the highest margin of Rp. 6,000 / kg.

Efficiency Cassava Marketing

Efficiency Marketing (*Farmer's Share*) is indicators that become size For see the good something activity marketing , efficiency will achieved when producers , institutions marketing as well as consumer get satisfaction with existence activities available marketing system from marketing that is not efficient will cause small the part that will be accepted by the manufacturer and on the part consumer pay high prices (Arbi *et al* , 2018) . Farmer's Share or received part farmer is percentage in the form of comparison between price at level farmer with price at level consumers.

The size percentage part price received cassava farmers from all over price paid can used as size efficiency marketing . If the part price received cassava farmers 50 % then cassava channel the Already efficient.

Based on Table 4.9 shows that marketing in Lohia District , Muna Regency , channels marketing enter into the criteria efficient , where channel marketing II by 54%. If the share price received by producers is <50% then This show that channel cassava marketing Not yet efficient , on the other hand If part price received producers > 50% then channel the has efficient Because received part relatively more producers large (Surni, 2015). Based on the percentages shown in table 4.9 can be seen that channel marketing II already efficient .

Based on The percentages in Table 4.9 show the average value farmer 's *share* in cassava marketing by 54%. So the marketing of cassava in Lohia District , Muna Regency is running smoothly. with efficient . Research results show that cassava marketing in Lohia District , Muna Regency consists of from channel marketing in a way direct and indirect direct that is from farmer to consumers and farmers to trader thinner Then to consumer end . Where from second channel the specifically channel II is present difference price at level farmers and consumers due to existence institution marketing that becomes intermediary between farmers and consumers , while on channel I it is not There is difference price between farmers and consumers . Research



results This different with research conducted by M. Aji Suhadinata et., al (2024). There are One channels , Farmers – Agents – Traders Retailer – Consumer with marketing margin of Rp. 1,250, with a farmer's share of 50% and efficiency of 5.92% which means business cassava farming the Still it is said efficient .

CONCLUSION

Based on research that has been done about Efficiency Marketing of Cassava in Lohia District , Muna Regency , can concluded that :

1. Channel cassava marketing is in Lohia District, Muna Regency, consisting of from two channels that is, the channel Marketing I (Farmers - Consumers), whereas channel Marketing II (Farmers - Traders) Retailer – Consumer).
2. The marketing margin obtained in channel II is 6,000/kg and the efficiency cassava marketing in the Channel marketing II is 54% running in a way efficient Because percentage accepted > 50%.

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