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Marketing Analysis of Sancang Type Bonsai Plants in Lamomea Village Konda District South Konawe Regency

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Abstract

This study aims to (1) determine the marketing channel of sancang bonsai plants in Lamomea Village, Konda Subdistrict, South Konawe Regency, (2) determine the marketing margin of sancang bonsai plants in Lamomea Village, Konda Subdistrict, South Konawe Regency, (3) determine the profit obtained in each marketing channel, (4) determine the efficiency of the marketing channel of sancang bonsai plants in Lamomea Village, Konda Subdistrict, South Konawe Regency. This research was conducted in Lamomea Village, Konda Subdistrict, South Konawe Regency from February to May 2023. This research used descriptive analysis, marketing margin analysis, and marketing efficiency (Farmer's Share). The number of respondents of sancang bonsai plant farmers amounted to 6 people using the census technique, and the collecting trader amounted to 1 person using snowball sampling technique. Based on the results showed that (1) the marketing channel consists of one channel, namely: (a) Farmers → Collectors *→Consumers (2) the marketing margin obtained for small size sancang bonsai plants is IDR.300,000/tree, medium size is IDR.2,000,000/tree, large size is IDR.3,000,000/tree, very large size is IDR.5,000,000/tree. The profit obtained for small size sancang bonsai plants is IDR.120.380/tree, medium size is IDR.1,600,380/tree, large size is IDR.2,100,380/tree, very large size is IDR.3,400,380/tree. The percentage of the share of the price received by sancang bonsai farmers is 56% so that the marketing of sancang bonsai plants in Lamomea Village, Konda District, Konawe Selatan Regency runs efficiently because the proportion of the price received is >50%.*

Keyword: Marketing Channel. Margin, Profit, Efficiency, and Sancang Bonsai

INTRODUCTION

Marketing of agricultural products is an activity that is closely related to the production of agricultural products in distributing a commodity to consumers. The agricultural sector itself has quite a broad scope which includes food crops, horticultural crops, plantation crops, forestry crops, fisheries and livestock. One of the agricultural subsectors is the horticulture

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subsector, one of which includes floriculture or ornamental plants. Ornamental plants are plants that are cultivated or planted because they have aesthetic value in their flowers, leaves, or all parts of the plant. There are usually a lot of ornamental plants in the yard/yard of the house. Ornamental plants that are often found in people's yards include jasmine, roses, periwinkle, mother-in-law's tongue, aloe vera, cat's whiskers, hibiscus, and others (Majanah and Saputri, 2019).

Many ornamental plants have been cultivated in various districts/cities, based on data from the Central Statistics Agency for Southeast Sulawesi (2022), such as in the Kolaka Regency area, ornamental plant production in 2020 reached 5,131 trees, Buton Regency had 1,242 trees, and South Konawe Regency itself had 19,675 trees.

Lamomea Village is a potential bonsai producing area in South Konawe, this is because the Konda District area has natural resources that are still available and the area of forest land and hardwood plantations in 2020 reached 850 ha (Central Statistics Agency Konda District, 2021).

Bonsai farming is a farming business that has long been carried out by the community, especially in Lamomea Village. In general, these farms are located on the side of the road and form business centers. Placing bonsai plants on the side of the road is a marketing strategy carried out by bonsai plant farmers to attract the attention of ornamental plant lovers considering that the road in Konda District is a connecting road between cities that is passed by many people, so the potential for bonsai plants to be sold is greater.

The Sancang type bonsai plants in Lamomea Village have been marketed both to ornamental plant traders and directly to final consumers and people who really like ornamental plants usually come from outside the area. Sancang bonsai is a type of bonsai plant that is widely marketed in Lamomea Village with a fairly high selling value, so researchers are interested in conducting research related to the length and shortness of marketing channels, the size of the marketing margin, the profits obtained, as well as the high and low value of the marketing efficiency of Sancang bonsai plants.

Based on this description, the research aims to determine: marketing channels, marketing margins, marketing profits, and marketing efficiency of Sancang bonsai plants.

METHOD

This research was conducted in Lamomea Village, Konda District, South Konawe Regency, Southeast Sulawesi Province. The research location was determined purposively with the consideration that this village is a village that produces bonsai ornamental plants which has

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great potential to be developed, this is because the natural resources of the research area are still good, based on Central Statistics Agency for Konda District (2021) this area has available land and plants. 850 ha of wood can be used as raw material for making bonsai ornamental plants. Apart from that, Lamomea Village is an area that is a link between cities, so this strategic position further increases the potential for marketing bonsai ornamental plants. This research began in February-June 2023. This research is a case study of farmers and traders of bonsai plants. So the sample used in this research was determined using a census technique where the entire population was the research sample. Determining the sample for marketing institutions used the snowball sampling technique where the sample of traders was obtained from bonsai farmers who provided information on where the bonsai plants were sold to narrow down to 1 trader, while there were 6 bonsai farmers so that the sampling in this research was by census. The researcher chose snowball sampling in determining the sample because this sampling technique is characterized by unavailability of population size data, so it is not possible to create a sample frame. With this technique, the researcher first looks for respondents who match the specified criteria, then these respondents will appoint or invite other friends to be used as samples, and so on (Rianse and Abdi 2009).

The types and sources of data used in this research are primary data and secondary data. The data collection procedures or techniques used in this research are interview techniques, recording techniques, and observation techniques. Research variables include factors that played a role in the events studied, including the characteristics of respondents, marketing channels consisting of bonsai plant farmers, collectors and consumers, marketing margins consisting of marketing costs, profits, prices at the consumer level and producer level, volume Purchase and sales volume of Sancang type bonsai plants.

The analytical tools used in the research based on the research objectives are qualitative descriptive analysis to explain marketing channels, and quantitative analysis to determine the margins, profits and marketing efficiency of Sancang bonsai plants. To determine the size of the marketing margin, quantitative analysis is used using the Surni (2015) formula:

$$M = He\text{-}Hp \text{ or } B + \pi$$

Information: M = Marketing Margin
He = Prices at the Consumer level
(IDR)Hp= Producer level prices (IDR)
B = Marketing costs
π = Marketing Profit

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The formula for calculating the profits obtained by marketing actors is as follows (Surni, 2015):

$$\pi = M - C$$

Information : π = Profit (IDR/tree)

M = Marketing Margin (IDR/tree)

C = Marketing Costs (IDR/tree)

The formula for calculating the level of marketing channel efficiency (Famer's Share) of lemongrass is as follows (Surni, 2015):

$$FS = 1 - \left\{\frac{M}{He}\right\} \times 100\%$$

Information FS : farmer's Share (percentage share of the price received by farmers from the price received by final consumers) (IDR/tree)

M : Marketing Margin earned by Merchants (IDR/tree)

He : Sales Price (IDR/tree)

With Criteria:

a. If FS > 50%, then the marketing channel is efficient.
b. If FS ≤ 50%, then the marketing channel is not efficient.

RESULTS AND DISCUSSION

Marketing Channels for Sancang Type Bonsai Plants

According to Sambuaga and Rumagit (2016) marketing channels are a set of interdependent organizations involved in the process of creating products or services that are ready to be consumed or used by consumers or industrial users.

Based on the research results, it is known that the marketing channel for Sancang bonsai plants consists of one channel, namely Farmers → Collectors → Traders → Consumers. This marketing channel starts with bonsai plant farmers who sell their plants to collectors who come directly to the farmers' place, then these collectors take them to their place and then sell them directly to consumers.

Marketing Margin, Costs, Profits, and Marketing Efficiency

Marketing margin is the difference in the price paid by final consumers for a product and the price received by producer farmers for the same product (Rp/kg). Marketing margin includes all costs that move the product from the farmer's gate to the final consumer. Marketing margin can be calculated for each level of the marketing channel (Bahari, 2017).

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Marketing margin can be viewed from two sides, namely the price point of view and marketing costs. In marketing analysis which often uses the concept of marketing margin, it is viewed from the price side. Marketing margin is the difference between the price paid by final consumers and the price received by producer farmers. By assuming that during the marketing process there are several institutions involved in this marketing activity, the distribution of marketing margins among the marketing institutions involved can be analyzed (Sudiyono, 2004).

According to Royani et al (2017) the size of marketing costs depends on the number of marketing institutional activities and the number of facilities required in the marketing process. The amount of marketing costs will affect the price of the product being marketed and the profits obtained.

Marketing profit is the difference between the price paid by consumers to retailers and the price paid by collecting traders to producers (marketing margin) and the total marketing costs. The more advanced the level of knowledge of producers, marketing institutions and consumers in mastering market information, the more even the distribution of marketing margins received will be (Kusuma, 2017).

Anindita (2004) suggests that the marketing efficiency approach is used to measure market performance. Improving marketing efficiency in the agricultural sector is the main goal of various agents in the economy, such as farmers, traders, government and society as consumers. There are at least three causes of marketing inefficiency, namely (a) long marketing channels, (b) high marketing costs and (c) market failure.

Marketing efficiency is measured by calculating the price at the producer and final consumer levels, as well as the sales costs and profits from one actor to the next in the marketing chain. In this way, it will be possible to know the price parity between prices at the producer level compared to prices at the final consumer level, as well as the costs that arise along the distribution channel which can ultimately be used to assess whether the marketing pattern that is occurring is efficient or not (Irianto and Widiyanti, 2013).

Table 1. Costs, Margins, Profits and Marketing Efficiency of Bonsai Sancang

Small Size (15-30 cm)	Price (IDR/tree)	FS %
Purchase price	500.000	
Selling price	800.000	
- Transportation	6.818	

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- Value Addition	1.893	
- Labor	90.909	
- Risk	80.000	
Total Marketing Costs	179.620	
Marketing Margin	300.000	
Marketing Profit	120.380	
Farmer's Share		62%
Medium Size (30-45 cm)		
Purchase price	1.000.000	
Selling price	3.000.000	
-Transportation	6.818	
-Value Addition	1.893	
-Labor	90.909	
-Risk	300.000	
Total Marketing Costs	399.620	
Marketing Margin	2.000.000	
Marketing Profit	1.600.380	
Farmer's Share		34%
Big Size (45-75 cm)		
Purchase price	5.000.000	
Selling price	8.000.000	
- Transportation	6.818	
- Value Addition	1.893	
- Labor	90.909	
- Risk	800.000	
Total Marketing Costs	899.620	
Marketing Margin	3.000.000	
Marketing Profit	2.100.380	
Farmer's Share		62%
Very Large Size (>75 cm)		
Purchase price	10.000.000	
Selling price	15.000.000	

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- Transportation	6.818	
- Value Addition	1.893	
- Labor	90.909	
- Risk	1.500.000	
Total Marketing Costs	1.599.620	
Marketing Margin	5.000.000	
Marketing Profit	3.400.380	
Farmer's Share		67%

Based on Table 1, it shows that sapling bonsai plants of each size have varying margins and marketing profits. Marketing cost elements consist of transportation of IDR 6,818/tree, value addition costs of IDR 1,893/tree, labor of IDR 90,909/tree, and risk costs for each size, namely small size IDR 80,000/tree, medium size IDR 300,000/tree, large size IDR 800,000/tree, and very large size IDR 1,500,000/tree.

Small sized sapling bonsai plants with a price at the consumer level of IDR. 800,000/tree and at the farmer level of IDR. 500,000/tree, so the marketing margin is IDR. 300,000/tree. Marketing costs amount to IDR 179,620/tree, resulting in a profit of IDR 120,380/tree.

Then, medium-sized sapling bonsai plants with each price at the consumer level of IDR. 3,000,000/tree and at the farmer level of IDR. 1,000,000/tree so that the marketing margin obtained is IDR. 2,000,000/tree. Then the marketing costs are IDR. 399,620/tree, so the profit obtained is IDR. 1,600,380/tree.

Then large sized sapling bonsai plants with a price at the consumer level of IDR. 8,000,000/tree and at the farmer level of IDR. 5,000,000/tree so that the margin obtained is IDR. 3,000,000, with marketing costs of IDR. 899,620/tree, so that a profit of IDR 2,100,380/tree is obtained.

Sancang bonsai plants with very large sizes each have a price at the consumer level of IDR. 15,000,000/tree and at the farmer level of IDR. 10,000,000/tree so that the marketing margin is IDR. 5,000,000/tree. Marketing costs amounted to IDR 1,599,620/tree resulting in a profit of IDR 3,400,380/tree.

Then for the percentage share of the price received by collecting traders for each size, namely for small size it is 62%, medium size 34%, large size 62%, and very large size 67%, this shows that the marketing of Sancang bonsai plants is for medium size is not running efficiently because the percentage received is ≤ 50% and for small, large and very large sizes it is running

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efficiently because the percentage received is > 50%, this is based on the criteria that have been set in the formula for calculating marketing efficiency, namely if the price percentage received is ≤ 50% then the marketing of a product is not running efficiently, and if the percentage of price received is > 50% then the marketing of a product is running efficiently.

Based on the research results, the average value of farmer's share in the marketing of sapling bonsai plants is 56%. Based on this percentage, marketing of Sancang bonsai plants in Lamomea Village, Konda District, South Konawe Regency is running efficiently.

CONCLUSION

Based on the results of research regarding Marketing Analysis of Sancang Type Bonsai Plants in Lamomea Village, Konda District, South Konawe Regency, it was concluded that There is only one marketing channel for Sancang type bonsai plants, namely starting from bonsai plant farmers, then to collecting traders, then to final consumers.

The marketing margin obtained for each size of bonsai plant is small size IDR 300,000/tree, medium size IDR 2,000,000/tree, large size IDR 3,000,000/tree, very large size IDR 5,000. 000/tree.

The profits obtained for each size of Sancang bonsai plant are small size IDR 120,380/tree, medium size IDR 1,600,380/tree, large size IDR 2,100,380/tree, very large size IDR 3,400,380/tree .

The percentage share of the price received by Sancang bonsai plant farmers is 56% so that the marketing of Sancang bonsai plants in Lamomea Village, Konda District, South Konawe Regency runs efficiently because the percentage of price received is >50%.

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