ANALYSIS OF RUBBER MARKETING EFFICIENCY IN ANGGOKOTI VILLAGE BUKE DISTRICT SOUTH KONAWE

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ABSTRACT

This study aims to analyze the efficiency of rubber marketing in Anggokoti Village, Buke District, South Konawe Regency. The research was conducted from December 2019 to January 2020. This research was carried out in Anggokoti Village, Buke District, South Konawe Regency, from December 2019 to January 2020. The population in this study was one rubber trader in Anggokoti Village with 102 rubber farmers. The sampling technique was simple random sampling which was used to select 50 rubber farmers. Analysis of the data used is a qualitative analysis presented in the form of descriptive analysis. The results showed that rubber marketing in Anggokoti Village had a marketing margin of IDR. 1,800/Kg, and the percentage of the share price received by rubber farmers (farmer share) was 76.92%, which indicates that rubber marketing in Anggokoti Village has been running efficiently.

Keywords: marketing; marketing efficiency; rubber plant; South Konawe

INTRODUCTION

Good agricultural development for the State of Indonesia is rural development that has consistent growth. The consistency of change in question is that rural development must not interfere with natural resources and the surrounding environment so that agricultural development can run sustainably. Sustainable agricultural development should be carried out equitably to contribute to poverty alleviation and food security. Expand employment opportunities and maintain natural wealth and sustainability and increase resource fertility. The Indonesian Government has made many efforts to improve the welfare of rural farmers. This policy was implemented because most Indonesians living in rural areas are still classified as "poor" and generally depend on nature for their livelihood in the agricultural sector. One of the efforts made by the Government to improve the welfare of farmers is through the development of rural areas through the development of smallholder rubber plantations (Lestari, 2010).

Rubber is one of the essential plantation commodities, both as a source of income, job opportunities, and foreign exchange, as a driver of economic growth for new centers in the area around rubber plantations and environmental conservation and biological resources. However, as a country with the most significant size and the second largest production in the world, Indonesia still faces several obstacles, namely low productivity, especially smallholder rubber, which is the majority of the national rubber area, and the variety of processed products is still limited, which is dominated by crumb rubber (Zega & Sibuea, 2014).

National rubber production in 2018 fell 1.36 percent to 3.63 million tons from the previous year. According to the projection of the Ministry of Agriculture, rubber production will again fall by 2.4% to 3.54 million tons by the end of 2019. Meanwhile, compared to 1970, Indonesia's rubber production has increased more than four times. Rubber production from smallholder plantations (PR) has reached 3 million tons or dominates 82.78% of national rubber production. Meanwhile, the production of large private plantations (PBS) reached 378 thousand tons or 10.41% of the total, while the production of large state plantations (PBN) was 247 thousand tons, equivalent to 6.82% of the
total. Indonesia is one of the exporters of rubber. According to data from the Central Statistics Agency, Indonesia's natural rubber exports in 2018 reached 5,154 tons with a value of US$ 7.38 million (Indonesian Central Statistics Agency, 2019).

South Konawe Regency is a fraction of Kendari Regency. South Konawe Regency consists of 25 sub-districts. The year (2019) in South Konawe Regency showed that there were rubber plantations with an area of 242 ha (BPS Kabupaten Konawe Selatan, 2021). Rubber in Buke District has been in production for the last two years, and the sales of rubber made by collector traders have increased from 2018 to 2019. In 2018 it produced 258,094 tons/year with an average sales of 21,507.83/ton and the highest sales in August, as many as 23,579 tons. Furthermore, in 2019 it produced 289,335 tons/year, with the highest sales in December of 27,241 tons and an average annual sales of 24,111.25 tons. Based on this data shows that rubber plants have helped the community’s economy. Anggokoti Village is located in Buke District, South Konawe Regency.

Anggokoti village has many agricultural productions, such as cocoa, pepper, copra, patchouli oil, and rubber latex. Anggokoti village has a new agricultural product, namely "rubber sap." Based on the initial survey results, rubber plants have been in Anggokoti Village since 2009, continuously developed, and in Southeast Sulawesi, rubber plantations are a new type of garden. For the marketing of rubber in Anggokoti Village, it has been on for two years with a rubber plantation area of 200 ha. For Anggokoti Village, in processing rubber latex, it is still manually not using technology or tools to collect rubber sap and a marketing system once a month where collectors will go to each rubber farmer's house to buy rubber production then collectors will send them outside the area. This study aimed to analyze the efficiency of rubber marketing in Anggokoti Village, Buke District, South Konawe Regency.

MATERIALS AND METHODS

This research was carried out in Anggokoti Village, Buke District, Konawe Selatan Regency, and was carried out from December 2019 to January 2020. The population in this study was one rubber trader in Anggokoti Village with 102 rubber farmers. Determination of the number of rubber farmer respondents using the technique with the Slovin formula (Rianse & Abdi, 2012). The number of respondents is 50.4 respondents who are rounded up to 50 rubber farmers. The variables in this study consisted of: Characteristics of respondents include name, age, level of formal education, number of dependents, and land area. Marketing characteristics: purchase price, purchase volume, marketing margin, and marketing efficiency.

Marketing of rubber farming by using marketing margin analysis is used to determine the difference in prices paid to consumers with the marketing margin formula according to (Surni, 2015), as follows:

\[ M = H_e - H_p \]  

Where, \( M \): Marketing Margin, \( H_e \): Selling Price at Trader level (IDR/Kg), \( H_p \): Purchase Price at Rubber Farmer Level (IDR/Kg),

Marketing efficiency analysis is used to determine marketing efficiency using the following formula:

\[ F_S = 1 - \frac{H_p}{H_e} \times 100\% \]  

Where \( F_S \): farmer’s share (part of the price received by farmers) (IDR/Kg), \( M \): Rubber Marketing Margin (IDR/Kg), \( H_e \): selling price at the trader level (IDR/Kg). Efficiency Indicator if \( F_S \leq 50\% \) means marketing is not efficient and if \( F_S > 50\% \) means marketing is efficient

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of the respondents in this study consisted of age, education level, number of family responsibilities, and the area of farmland planted. The features of the respondents can be seen in Table 1.

The age of the respondent will affect the physical work and way of thinking. Young and healthy farmers have the physical ability to work compared to old farmers. Young farmers are also generally quicker to accept new things than older farmers because they are more willing to take risks and also because they still lack experience, so young farmers must be more dynamic to get new experiences faster to develop rubber plantations. The age grouping is based on the opinion (Soeharjo & Patong, 1972) that the productive age ranges from 25-54 years, while those under 15 and those above 55 years are included in the non-productive period. The research result shows that the youngest respondent farmer is 28 years old, and the oldest is 71 years old. In Table 1, it can be seen
that most of the rubber farmers who were respondents in this study were of productive age. The rubber farmers who were respondents in this study were 49 of them of productive period and non-productive age. The more effective a farmer's age will affect his performance in farming, especially rubber farming. Productive age also illustrates that respondent farmers have a muscular physique so that with these conditions it is expected to be able to carry out activities in rubber farming optimally.

Table 1. Characteristics of respondents in Anggokoti Village, Buke District, South Konawe Regency, 2020

<table>
<thead>
<tr>
<th>Variable</th>
<th>Amount (person)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Group (Years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-54 (Productive)</td>
<td>49</td>
<td>98</td>
</tr>
<tr>
<td>&gt;55 (Less Productive)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary School</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>Junior High School</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Senior High School</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>Number of Dependents (person)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-3</td>
<td>13</td>
<td>26</td>
</tr>
<tr>
<td>4-6</td>
<td>30</td>
<td>60</td>
</tr>
<tr>
<td>&gt;6</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Land Area (Ha)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.5 – 2</td>
<td>39</td>
<td>78</td>
</tr>
<tr>
<td>&gt;2</td>
<td>11</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2020

The level of education possessed by farmers, in general, will affect the way of thinking and acting in every business activity. Farmers with relatively high education and young age cause someone to act more dynamically than those with a relatively low level of education or no education. The story of education is one indicator that can affect farmers' ability to determine attitudes, actions, and mindsets carried out in each of their business activities. The level of formal education that respondent farmers have taken is expected to accept innovations and manage their farming well. And In addition, education is also one of the factors that can determine and stimulate someone to be creative and innovative in solving any problems related to the business being run so that it will accelerate the process of adopting information technology to develop the business they manage. Table 1 shows that the education level of farmer respondents on rubber farming in Anggokoti Village is sequentially dominated by the SD/equivalent level, which is 30 people or 60%, the junior high school level is 11 people or 22%, the high school level is nine people or 18%. While the education level of higher education (PT) does not exist. Thus, the respondent farmers in Anggokoti Village are still classified as having low education. However, in developing the farming process, especially rubber farming, farmers usually get non-formal education from the agricultural extension service or other institutions.

The dependents of the family in question are all family members in one house or not in one place whose living costs are borne by the farmer. The amount of expenses incurred for daily needs depends on the number of dependent family members. According to (Leiobo, 1995), which classifies family dependents into three, namely family dependents in the range of 1-3 people (small families), the content of 4-6 people is in the medium family category family dependents greater than 6 are large families. Table 1 shows respondents with family dependents ranging from 1-3 people, namely 13 respondents or 26% and respondents who have family dependents ranging from 4-6 as many as 30 people or 60%, and respondents who have more dependents. Of 6 as many as seven respondents or 14%. This shows that the number of dependents of the respondent's family is in the medium and small categories. The existence of this family will have a double impact on the respondent's farmer family because economically, it can be a burden for the head of the household. Still, on the other hand, it can also encourage the household economy to carry out activities in improving their farming. The size of the number of dependents of the family dramatically affects the respondent's need for labor that can contribute to the management of the farm.

Land plays an essential role as a place for rice farming activities to be carried out to produce the desired product. Land area is one of the determining factors for whether or not rice farming is running. The land in this study is the area on the surface of the ground used as rubber plantations. The land owned by farmers can directly affect the amount of product obtained and the costs. Following the opinion of Hernanto (1991), which suggests that there are three groups of farmers.
based on the area of land they work on, namely the area of narrow arable land (<0.5 hectares), the area of medium arable land (0.5-2 hectares), and the area of arable land. Area (>2 hectares).

Based on Table 1, it can be seen that the highest number of land ownership is found in a land area of 0.5-2 ha as many as 39 respondents or 78%. Meanwhile, land ownership with an area of >2 ha is 11 respondents or 22%. Land area is very influential on production. Therefore the wider the land owned by a farmer, the more excellent the opportunity for the farmer to earn a higher income. According to (Dewi, 2015) land is a very dominant production factor in farming production compared to climate and irrigation factors. According to (Suratiyah, 2015), if the area/land increases, farmers' income will also increase and vice versa. If the area/land used is small, the income earned by farmers will also decrease because the food crops grown by farmers are reduced. So, the relationship between the area/land with the income of rice farmers has a positive relationship.

Rubber Marketing

Rubber Price

The selling price of rubber in Anggokoti Village has been determined by collectors so that rubber farmers do not determine the price for their rubber. The selling price of rubber used by collectors follows the price of rubber that the semi-finished factory has given. The results of the purchase of rubber from farmers and have gone through a quarantine process every month will be sent directly to the semi-finished factory in Jepara for 72%. The rest will be sent to Kalimantan and Palembang. The marketing agency sells more rubber purchases to Jepara because of the factory's initial cooperation by helping distribute rubber seeds to farmers.

Pricing is not just an estimate but must be done with careful and thorough calculations that must be completed with the target set by the company. Price is a substitute value for an item, for that price must be adjusted to the use of the thing for consumers. Marketers try to achieve specific goals through the components of pricing. Some companies try to increase profits by setting low prices to attract new business (Gunawan, 2009)

The purchase price of rubber indicates the size of the business scale carried out by collectors, affecting the number of marketing costs incurred. Therefore, the price of rubber imposed by marketing agencies is one factor affecting the acceptance of rubber farmers and traders. The purchase price charged by farmers collecting traders is IDR. 6,000/Kg.

Rubber Purchase Volume

One indicator of the success of farmers and marketing institutions can also be assessed from the volume of rubber sales in a certain period. The more results obtained by farmers and traders can cover production costs and marketing costs incurred. The importance of rubber purchases from farmers by collectors is different, and this is caused by whether or not farmers routinely tap rubber. Meanwhile, rubber traders at the sub-district level have a target for each shipment made—the volume of rubber purchases by collectors. The importance of rubber purchases in Anggokoti Village in January 2020 was 23,746 Kg. Village collectors have the same amount because the rubber is sent directly to Jepara using containers after buying rubber from farmers.

Marketing Margin and Marketing Efficiency (Farmer's Share)

This price achievement was because rubber prices in Indonesia still follow the world's rubber prices and follow the rupiah exchange rate against the dollar. In addition, rubber farmers sell their rubber products directly to village collectors at a price determined by village collectors.

Table 2. Marketing margin and marketing efficiency (farmer's share) on rubber marketing in Anggokoti Village, Buke District, South Konawe Regency, 2020

<table>
<thead>
<tr>
<th>Information</th>
<th>Unit</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices at Farmer Level (Hp)</td>
<td>IDR/kg</td>
<td>6,000</td>
</tr>
<tr>
<td>The price paid by the final collector (He)</td>
<td>IDR kg</td>
<td>7,800</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>IDR /kg</td>
<td>1,800</td>
</tr>
<tr>
<td>Farmer's Share</td>
<td>%</td>
<td>76.92</td>
</tr>
</tbody>
</table>

Source: Primary Data, 2020

Table 2 shows that the marketing of rubber in Anggokoti Village is going well with the price of rubber at the farmer level (Hp) at IDR 6,000/Kg and the retail price (Hp) at IDR 7,800/kg. Price is one of the most decisive factors in the selection of marketing channels. However, the calculation of the costs to be incurred in marketing is also influential in marketing. Because in principle, as a farmer and
trader will try in such a way to get a reward from the results of their production and marketing. Table 2 shows the percentage share of the price received by farmers from the total price paid by consumers. The marketing pattern can be efficient because the percentage share of the price received by rubber farmers is 76.92%. Based on the marketing research results in Anggokoti Village, it has been running efficiently, but the marketing of rubber, there is no difference in the price of rubber that has dried and rubber that has not dried.

**CONCLUSIONS**

Rubber marketing in Anggokoti Village with the selling price of rubber at the farmer level (Hp) is IDR 6,000/Kg. The retail price (Hp) is IDR 7,800/kg, has a marketing margin of IDR 1,800/Kg, and the percentage of the share price received by farmers rubber (farmer share), which is 76.92%, indicates that rubber marketing in Anggokoti Village has been running efficiently.

**REFERENCES**


