

ANALYSIS OF BANANA SALE MARKETING IN PANTON LABU DISTRICT, NORTH ACEH

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Abstract

Bananas are a horticultural commodity that has quite promising potential in business, the relatively large volume of national banana production proves that bananas are the main horticultural product. Pisang sale is a traditional food that is very popular among the people of Aceh, in particular, the most production of banana sale comes from the North Aceh region. The smoking method using firewood and coconut shells is a traditional sale banana processing process. The aim of this research is to analyze marketing and marketing efficiency of banana sale in Panton Labu District, North Aceh. Research using survey method. The samples of craftsmen were 30 people, village traders were 5 people and retailers were 25 people. The results of marketing research on sale bananas in Panton Labu District only use 2 marketing channels. The average marketing cost for selling bananas in Panton Labu District is Rp.3,200/Kg in channel I and Rp.1,500/Kg in channel II. The average marketing margin for selling bananas on channel I is IDR 13,000/Kg, channel II is IDR 9,000/Kg. The average farmer's share in selling banana marketing on channel I was 62.8% and channel II was Rp.74.29%. Marketing of sale bananas in Panton Labu District on channel I resulted in an EP value of 9.14% and it was concluded that marketing of sale bananas on channel II was said to be inefficient because the EP value was above 5%. Marketing of sale bananas in Panton Labu District on channel II resulted in an EP value of 4.29% and it was concluded that marketing of sale bananas on channel II was said to be efficient because the EP value was below 5%.

Keywords: *Psang sale, marketing, efficiency*

1. INTRODUCTION

At the time of the main harvest, banana production exceeds needs so that it is not utilized and is wasted, causing losses to farmers and the community. For this reason, an idea is needed on how to process these bananas into food that is durable and delicious to eat so that later it will increase the added value of bananas by drying bananas, or known by the public as banana sale. Pisang sale is a traditional food that has quite a potential among the people of Aceh, most of the production of banana sale comes from the northern Aceh region. Especially in the Banda Aceh area, there is no sale banana production, because usually the people here buy it directly there at an affordable price. The process of processing sale bananas in the North Aceh area is the traditional way by placing the bananas in a roasting place and then using wood or coconut shell as fuel. This sale banana itself has drawbacks and requires a long time in the manufacturing process.

Producers' limitations in carrying out the marketing function lead to a long marketing chain that must be passed by the sale banana production produced by farmers, conditions like this can occur due to the unavailability of final marketing institutions, the products produced are relatively small, high distribution costs and there are no other options for farmers except selling to collectors in the village to meet the needs of his family. Despite the fact that there are still producers marketing sale bananas directly selling to the final marketing agency. The cost of marketing agricultural commodities is usually roughly measured by the costs incurred by each marketing agency. This marketing cost is required by institutions to the final consumer. In a narrow sense, marketing costs are often limited as sales costs incurred to sell bananas for sale to consumers. High marketing costs can make the marketing system less efficient.

Usually each marketing channel has a different price spread. The high and low prices received by farmers are closely related to the condition of the marketing channel and the size of

marketing margins, so that increasing the marketing efficiency of banana sale farmers can be achieved if the pattern of marketing channels and the causes of high marketing margins can be identified. Based on the description of the background above, the writer feels it is important and interested in researching "Analysis of Banana Sale Marketing in Panton Labu District, North Aceh".

2. IMPLEMENTATION METHOD

The research location was in Panton Labu Subdistrict, Kabupaten , where the determination of the research location was carried out purposively with the consideration that there was an object to be studied in that village. The research was conducted from July to October 2021. This research used a survey method. The object of research is banana sale craftsmen and sale banana marketing agencies in Panton Labu District, Kabupaten . The scope of research includes channel patterns, margins, costs, farmer's share and marketing efficiency of banana sale in Panton Labu District. The population in this study consisted of 2 (two) groups, namely the banana sale craftsmen and the population of the banana sale marketing agency involved in marketing the banana sale at the study site. Determination of the sample using the census method (sample saturated) as many as 30 banana sale craftsmen. Determination of the sample marketing agency banana sale using the snowball method (snow ball sampling). Where marketing will be traced from craftsmen to consumers. If the data obtained has led to answers that tend to be homogeneous, then the number of samples of marketing institutions is considered sufficient.

Data analysis method

Marketing channel

To find out the pattern (shape) of the banana sale marketing channel in Panton Labu District, the Regency was carried out in a qualitative descriptive way, namely by explaining the forms of the banana sale marketing channel in Panton Labu District, Regency.

Marketing Expenses

To calculate the amount of marketing costs for banana sale is to add up all the costs incurred by each marketing agency involved (Sudiyono, 2002).

$$BP = BP1 + BP2 + \dots + BPn$$

Information

Bp : Marketing Cost of Bananas sale (Rp/Kg)

Bp1, Bp2...Bpn : Marketing costs at each banana sale marketing agency (Rp/Kg)

Farmer's Share

To calculate Farmer's share use the following formula (Hudson in Alham, 2013):

$$FS = Pf/Pr \times 100\%$$

Where :

FS = Farmer's share at the craftsman level (%)

Pf = Price of sale bananas at the craftsman level (Rp/Kg)

Pr = Price of bananas for sale at the retail level (Rp/Kg)

Marketing Margins

To calculate the marketing margin of banana sale can be known by the following formula (Hudson in Alham, 2013):

$$M = Pr - Pf$$

Where:

M = Total marketing margin for each marketing channel

Pr = Retail price of sale bananas in the consumer market (Rp/Kg)

Pf = Price of sale bananas at the craftsman level (Rp/Kg)

Marketing Efficiency

Marketing efficiency is the ratio between marketing costs and the value of products sold, expressed as a percentage. The formula for marketing efficiency is as follows

$$Ep = BP/HE \times 100\% \dots\dots(Rahim \text{ and } Retno, 2007)$$

Where:

Ep = Marketing efficiency

BP = Marketing costs

HE = Retail price

This marketing efficiency decision-making rule is:

- Ep < 5%, the marketing channel is said to be efficient
- Ep > 5%, the marketing channel is said to be inefficient

3. RESULTS AND DISCUSSION

Characteristics of Banana Sale Craftsmen and Traders

Characteristics of banana sale craftsmen and marketing institutions in this study include age, education, business and trading experience and the number of family dependents. The condition of these characteristics can affect the activities and work abilities of banana sale craftsmen and marketing agencies in doing business or trading.

The role of banana sale craftsmen and marketing agencies in their business covers all aspects so that they require expertise and skills that are highly dependent on age, experience and family responsibilities. The ability of the banana sale craftsmen to make decisions and wisdom in managing their business is strongly influenced by the level of education and experience possessed by the banana sale craftsmen. For more details regarding the condition of the characteristics of banana sale craftsmen in Pantan Labu District, it can be seen in the following table.

Table 1. Characteristics of Craftsmen in Pantan Labu District, 2021

No	Characteristics	Amount	Unit
1	Age	44,67	Year
2	Education	9,20	Year
3	Experience	10.87	Year
4	Total Dependents	4.00	Person

Primary data 2021 (processed)

The table above shows that the average age of banana sale craftsmen in Pantan Labu District is 44.67 years, based on the average age of banana sale craftsmen in the sample, it shows that this age is still productive in business. The higher the age level, the experience increases, so that the higher the age, the higher the level of skills and abilities in managing a business. In addition to age, the average education of banana sale craftsmen in the sample is 9.20 years. This means that the average education of banana sale craftsmen in Pantan Labu Sub-District graduates from Junior High School (SMP). The level of education is classified as moderate so that craftsmen are still able to adopt new knowledge and technology. The average experience of banana sale sample craftsmen in business is 10, 87 years shows the expertise and skills possessed by a person are classified as good. The average number of family dependents is 4 people. The large number of family dependents has an effect on the pattern of production as more and more family members are actively trying to have the opportunity to earn higher income.

Meanwhile, to see the characteristics of the banana sale marketing agency in Panton Pumpkin Peureulak District, it can be seen in the following table.

Table 2. Characteristics of Banana Sale Marketing Institutions in Panton Labu District, 2021

No	Description	Amount	Unit
1	Age	47,60	Year
2	Education	10.80	Year
3	Experience	11.60	Year
4	Total Dependents	5.00	Person

Primary data 2021 (processed)

Based on the table above, it can be seen that the average age of agents and traders in Panton Labu District is 47.60 years, based on productive age, thus indicating the physical ability of the workforce when on the move. The level of education is 10.80 years, this means that the level of sample educators and traders in Panton Labu District graduated from junior high school (SMP), education affects a person's thinking power in making decisions. While the average number of family dependents is 5 people, and the average experience in trading is 11.6 years, experience plays a role in the work results achieved by the workforce. Someone who has a high level of experience will produce better work performance.

Banana sale marketing efficiency analysis

a. Marketing channel

The marketing channel in this study is to have activities to distribute goods from producers to the final destination of goods. The marketing of banana sale in Panton Labu District is generally through a very short channel. To reach consumers, banana sales are only through 1 intermediary trader, namely village traders who also serve as banana sale retailers. Banana sale marketing activities in Panton Labu District according to the results of the study only used 2 marketing channels. The pattern of marketing channels can be identified by following the marketing flow starting from the banana sale craftsmen to the consumers. Based on the research that has been carried out, it can be seen that the marketing pattern in Panton Labu District is as follows.

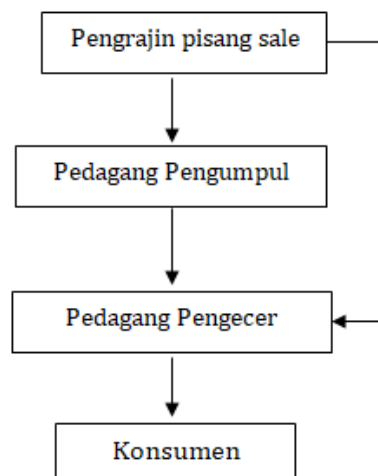


Figure 1. Banana sale marketing channel pattern in Panton Labu District

Based on Figure 1 above, it explains that the pattern of marketing channels in Panton Labu District consists of 2 patterns of marketing channels, namely;

1. Banana craftsmen sale → Collectors → Retailers → Consumers.
2. Banana sale craftsmen → Retailers → Consumers.

This happened because the distance between the craftsmen and the marketing area was relatively close so that the village swordsmen who were also retailers could directly buy sale bananas from the craftsmen in Panton Labu District. Details of the price of banana sale from craftsmen to consumers can be seen in the following table.

Table 3. Banana sale prices in Panton Labu District, 2021

No	Marketing Institute	Price of Channel I (Rp/Kg)	Channel II Price (Rp/Kg)
1	Craftsmen	22,000	26,000
2	Village Merchant	22,000	-
3	Retailer	27,000	26,000
	Consumer	35,000	35,000

Primary data 2021 (processed)

In channel I, the price for sale bananas at the craftsman level purchased by village traders is Rp.22,000/Kg and village traders sell them to retailers at Rp.27,000/Kg and consumer prices are Rp.35,000/Kg. The buying system for harvesting craftsmen from one house of production of bananas for sale, regardless of the production, is all purchased by village traders. In channel II, the price at the village trader level is IDR 26,000/Kg and the consumer price is IDR 35,000/Kg. Sale bananas purchased by traders based on consumer demand with a size of 0.5 kg and 1 kg.

Marketing Expenses

The process of delivering goods from producers to consumers requires costs, with these marketing costs, a product's price will increase. The longer the marketing chain used, the greater the marketing costs incurred. In addition, the amount of marketing costs for a product depends on the treatment of the product itself. The marketing costs for banana sale in Panton Labu District consist of transportation, packaging and space rental costs. To see the average use of banana sale marketing costs in Panton Labu District, it can be seen in the following table.

Table 4. Marketing costs for selling bananas in Panton Labu District, 2021

No	Marketing Institute	Channel I (Rp/Kg)	Channel II (Rp/Kg)
1	Craftsmen		
2	Village Merchant	1,500	
3	Retailer	1,700	1,500
	Total	3,200	1,500

Primary data 2012 (processed)

Based on the table above, it can be seen that the average cost of selling bananas in Panton Labu District on channel I is IDR 3,200/Kg, consisting of transportation costs, plastic packaging costs and space rental costs. In channel II, it is IDR 1,500/Kg, consisting of transportation costs, plastic packaging costs and space rental fees. Marketing costs are calculated per kilogram of sale bananas by dividing the cost by the volume of sale bananas marketed.

Marketing Margins

The marketing margin is the difference between the price at the producer level (banana sale craftsmen) and the price at the consumer level. Marketing margin is often used as an indicator of marketing efficiency. The amount of marketing margin in various marketing channels can be different, because it depends on the length of the marketing channel and the activities that have been carried out as well as the profit expected by the marketing agencies involved in marketing

activities. For more details regarding the average marketing margin of banana sale in Panton Labu District, it can be seen in the following table.

Table 5. Banana sale marketing margin in Panton Labu District, 2021

No	Marketing Institute	Price of Channel I (Rp/Kg)	Channel II Price (Rp/Kg)
1	Craftsmen	22,000	26,000
2	Consumer	35,000	35,000
	margins	13,000	9,000

Primary data 2021 (processed)

Based on the table above, it can be seen that the average marketing margin for selling bananas in Panton Labu District on channel I is Rp.13,000/Kg and on channel II is Rp.9,000/Kg. The price difference at the craftsman and consumer levels is due to the marketing costs incurred by the village traders and retailers as well as the profits taken by the village traders and retailers.

Farmer's Share

The portion of the price received by the banana sale artisans is the portion paid by the consumers that can be enjoyed by the banana sale craftsmen as producers. The size of the portion received by the banana sale craftsmen can be influenced by the quality produced. In addition, the short length of the marketing channel will affect the share of the price received by the banana sale craftsmen. The greater the marketing margin, the smaller the portion of the price received by the banana sale craftsmen, and vice versa. The following is an overview of the size of the share of the price received by banana sale craftsmen in Panton Labu District.

Table 6. Farmer's Share Marketing of Banana Sale in Panton Labu District, 2021

No	Marketing Institute	Farmers Share Channel I (%)	Farmers Share Channel II (%)
1	Craftsmen	22,000	26,000
2	Consumer	35,000	35,000
	Total	62,86	74,29

Primary data 2021 (processed)

Based on the table above, it can be seen that the average farmer's share in banana sale marketing in Panton Labu District on channel I was 2.86% and channel II was 74.29%. This means that in channel I the prices paid by consumers of banana sale are 62.86% enjoyed by banana sale craftsmen as producers while in channel II the prices paid by consumers of banana sale are 74.29% enjoyed by banana sale craftsmen as producers. Farmer's share is obtained from the price at the consumer level minus the price at the banana sale craftsman level. In this case the sale banana craftsmen receive a price which results in the size of the reception and income of the sale banana craftsmen in Panton Labu District, Regency.

Marketing Efficiency

Efficiency is a measure of success that is assessed in terms of the amount of resources/costs to achieve the results of the activities carried out. There are 2 factors that greatly determine the efficiency of a marketing channel, namely marketing profits and selling prices. This is in accordance with the opinion of Sudiyono (2012), "That marketing efficiency occurs when marketing costs can be reduced so that marketing profits can be higher". The smaller the marketing efficiency, the better the marketing efficiency. For more details regarding the marketing efficiency of banana sale in Panton Labu District, Regency can be seen in table 9 below.

Table 7. Marketing Efficiency of Banana Sale in Panton Labu District, 2021

No	Description	Channel I Efficiency (%)	Channel II Efficiency (%)
1	Marketing Expenses	3,200	1,500
2	Consumer Price	35,000	35,000
	Total	9,14	4,29

Primary data 2021 (processed)

Based on the table above, it can be seen that the average marketing efficiency value of banana sale in Panton Labu District on channel I is 9.14% (inefficient) and on channel II is 4.29% (efficient). Marketing of sale bananas in Panton Labu District on channel II is said to be efficient because the average EP value is below 5%. This is in accordance with the rules of marketing efficiency decision making, namely if $Ep < 5\%$ then the marketing channel is said to be efficient, and if $Ep > 5\%$ then the marketing channel is said to be inefficient. Marketing of sale bananas on channel II which is efficient causes the price received by the craftsmen to generate a decent income, so that the sale banana business in Panton Labu District has survived until now.

6. CONCLUSION

1. The results of marketing research on sale bananas in Panton Labu District only use 2 marketing channels.
2. The average marketing cost for selling bananas in Panton Labu District is Rp.3,200/Kg in channel I and Rp.1,500/Kg in channel II.
3. The average marketing margin for selling bananas on channel I is IDR 13,000/Kg, channel II is IDR 9,000/Kg.
4. The average farmer's share in selling banana marketing on channel I was 62.8% and channel II was RP.74.29%.
5. Marketing of sale bananas in Panton Labu District on channel I resulted in an EP value of 9.14% and it was concluded that marketing of sale bananas on channel II was said to be inefficient because the EP value was above 5%.
6. Marketing of sale bananas in Panton Labu District on channel II resulted in an EP value of 4.29% and it was concluded that marketing of sale bananas on channel II was said to be efficient because the EP value was below 5%.

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