IDENTIFICATION OF CHANNELS AND BEHAVIOR OF CASSAVA MARKETING INSTITUTION IN MERAUKE DISTRICT

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ABSTRACT

The purpose of this study is 1) to identify cassava marketing channels in Merauke Regency, 2) to identify the behavior of cassava marketing institutions in Merauke Regency. The method used in this study is descriptive with the type of research that is survey research. Data analysis method is tabulation analysis which is described according to the research objectives. This research was conducted in Merauke Regency in 2017 by taking 5 samples of observation districts, namely Sota District, Ulilin, Elikobel, Muting and Jagebob. The results of the study concluded that there were 3 cassava marketing channels in Merauke, namely 1) producers / farmers - end consumers; 2) producers / farmers - intermediate traders - consumers; 3) producers / farmers - intermediate traders - retailers - consumers. While marketing behavior in 3 marketing institutions in cassava distribution shows that farmers / producers will tend to wait for end consumers or merchant consumers to make requests for new cassava transactions will occur. The behavior of collectors at the village level will collect or buy cassava at farmers when they want to go to the main market and directly buy ubinkayu on farmers' land, while the behavior of retailers in the marketing of cassava, namely padang, will buy cassava on the market offered by collecting traders village level and market in the wholesale market to wait for end-consumers both household consumers and consumers of household processing industries.

Keywords: marketing channels, marketing institutions, cassava
1. INTRODUCTION

Food crops are the agricultural sector commodities most needed by humans. This is because food crops are intended for human consumption as food or drinks, food additives, food raw materials and other materials used in the process of preparing, processing and or making food or drinks (Purwono and Purnamawati 2007; Djamali et al., 2018). Food crops are very diverse and spread throughout Indonesia adjusting to the land conditions of each region, so the development of food crops in an area will adjust to the cultural conditions of the people in the area (Mekiuw and Susanti, 2018; Suryaningsih et al., 2018; Widyantari et al., 2018).

Cassava (Manihot utilisma) is a local tropical plant that exists in Indonesia and is widely used as an alternative food. Cassava is one of the rice substitute foodstuffs which is quite important in supporting food security in a region as one of the alternatives for rice substitutes in fulfilling national food needs. Aside from being a source of carbohydrates and food substitutes for rice, cassava can also be used as raw material for animal feed and processing industry raw materials. Some countries have even developed the use of cassava as a source of alternative energy materials.

Based on BPS (2016) data on the area of harvest, production, and productivity of food commodities in Indonesia in 2016, it was found that cassava production reached 21 million tons with a harvest area of 949.9 thousand hectares and ranked second as a food commodity with the highest production value after rice reached 75 tons and ranked third as a food crop commodity which had the largest harvest area after rice and corn commodities.

Merauke as one of the districts in Papua with an area of 4.6 million ha has the potential of very extensive dry land spread across several districts in Merauke which is suitable for cultivation and development of cassava plants. Cassava production in Merauke Regency is quite large, based on data from BPS Merauke in 2017 that the amount of cassava production in Merauke reached 6,708 tons in 2017 with a planting area of 352 ha and harvest area of 344 ha productivity to 19.50 tons / ha in 2017 Production of cassava in Merauke is based on data spread across 14 in Merauke from a total of 20 districts in Merauke Regency.

The productivity data of cassava in Merauke Regency in 2017 reached 19.50 tons / ha with national production data in 2016 reaching 22.11 tons / ha. Cassava productivity in Merauke is far from comparing national production data. The results of the field survey provide quite interesting information to examine that the motivation of farmers to grow cassava is still very low because there is no guarantee of market availability as a place to store production both directly consumed and processed into products in an industry. The low level of market consumption of cassava in Merauke causes farmers not to be motivated to increase cassava production. Low consumption of cassava causes the price level to be low, so that based on these conditions farmers do not get a guarantee of welfare improvement.

Marketing has a very important function in connecting producers with consumers and providing great added value in the economy. Marketing is a factor that greatly influences and becomes the basis for achieving success for every effort made by each organization or company as well as every individual. So that it can be interpreted the back and forth of the organization or company is very determined ability in marketing their products (Didik, 2008).
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Data and facts in the field encourage researchers to conduct research with the aim of 1) identifying the cassava marketing channel in Merauke Regency, 2) identifying the behavior of cassava marketing institutions in Merauke Regency.

2. METHODS

2.1. Location and Data Source
The study was conducted in 2017 in Merauke Regency by taking 5 district samples as observation areas, namely Sota District, Elikobel District, Muting, Ulilin, and Jagebob District using primary data, namely farmers, traders and consumers. In addition, additional sources of data and information from information on kunsi are district heads and village heads.

2.2. Types of research and Data Analysis Techniques
This type of research is field survey research, data from survey research results are analyzed descriptively with support from sources of information from key informants and literature sources relevant to the research objectives (Ludang and Mangkoedihardjo, 2009; Mangkoedihardjo, 2007; Samudro et al., 2018a, 2018b; Utama et al., 2018).

3. RESULTS AND DISCUSSION

3.1. Forms of Cassava Marketing Channels
The marketing channel for cassava is a flow of commodities that flows from the farmer to the final consumer. The pattern of marketing of cassava in Ulilin District is also diverse and marketing channels are seen from marketing institutions. The results of observations conducted by the researchers showed that cassava marketing in Merauke Regency contained three marketing channels used and can be seen in Figure 1.

![Figure 1. Cassava marketing channels in Merauke Regency](image)

The results of the field research show that the cassava marketing channel formed in Merauke has 3 channels and not many marketing agencies are involved in the distribution of cassava produced by farmers in Merauke Regency. The cassava marketing channel in Merauke through several marketing institutions includes farmers / producers, intermediate traders, retailers. To expand and expedite cassava marketing, the role of marketing institutions is very much needed to distribute cassava from producers to the final level consumers. The results of
this study also show that in the distribution of cassava involves 2 collectors namely intermediate traders or collector traders between villages and retailers at the central market level, namely the Wamanggu Merauke market. This is different from the results of the research conducted by Anggraini et al., (2013), that only one intermediary institution involved in the distribution of cassava in North Lampung Regency was the collector at the tapioca flour processing industry level.

The marketing channels used to distribute / market cassava in Merauke are 3, namely: 1) producers / farmers - end consumers; 2) producers / farmers - intermediate traders - consumers; 3) producers / farmers - intermediate traders - retailers - consumers.

3.2. Identification of the Behavior of the Cassava Marketing Agency

Some marketing agencies involved in the distribution / marketing of cassava in Merauke Regency are farmers as producers, intermediate traders and retailers.

3.2.1. Marketing behavior at the level of Farmers / producers

Cassava farmers in Merauke if viewed from marketing behavior can be said to still be very simple behavior. Farmers as producers who produce cassava in an effort to market their products only wait for consumers, both consumers at the level of traders and consumers at the household or end-consumer level. In this case, farmers will harvest cassava at harvesting age if there are consumers of households around the neighborhood who want to buy or intermediate traders or big traders going around the village to buy their cassava. Farmers have not made marketing efforts or distribution of cassava because of their weak ability to market their products so that the tendency of farmers as price recipients and farmed cassava to be a side farm of the family is because the number of cultivated land is also narrow, ie less than 0.5 ha or precisely the average planting area of cassava of Merauke farmers is 0.3 ha.

The behavior of farmers in setting the selling price at the level of the final consumer or household consumers as well as the merchant consumers is relatively the same, namely Rp. 1,250 / kg. The process of establishing prices at the farmer level is based on agreement between end consumers and intermediary traders consumers by considering the production costs and marketing costs in each of the institutions involved. The results of this study are quite interesting because there is no difference in selling prices at the level of end consumers / household consumers and merchant consumers, all of whom directly buy cassava directly on production land. This happens because what happens as an end-consumer who directly buys on farmer’s land as produksen as well as cassava farmers who at a certain time run out of production of cassava and will buy if it is not producing so that household consumers or final-level consumers in rural areas do not buy in large quantities and cassava will be processed for household consumption with boiled processing systems, fried or processed into traditional processed products but not commercial or not for sale. This is why the cassava farmers or producers have reason to set the same price in all marketing institutions.

The distance between the production site and the main market or the central market center in Merauke Regency causes farmers not to directly sell cassava to the market because it will incur marketing costs that must be borne by producers, namely transportation costs and pelvic labor and require distance from the village. production.

3.2.2. Marketing behavior at the level of Intermediate Traders

Traders are those who carry out commercial acts as their daily work (Sujadmiko, 2014). A trader is a person or entity that conducts buying and selling activities of goods or services on the market. In trading activities, traders are people or institutions who trade products or goods,
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to consumers directly or indirectly. In the economy, traders are differentiated according to the distribution channels that can be divided into: distributor traders (singular), wholesaler traders, and retail traders.

Medium traders or village level traders in their role in distributing cassava are very large to distribute cassava to retailers and end consumers at the household level. Medium traders in distributing cassava in Merauke are on marketing channel II and marketing channel III (Figure 1). Medium traders are at the village level in the district. Medium traders will buy harvested cassava farmers and market directly to end consumers or will be brought to the main market and sold to retailers who hold cassava from several traders at the village level.

The purchase price of cassava traders at the village level is Rp. 2,250 / kg with the selling price at the final consumer level of Rp. 3,000 / kg and the price at the retailer level is sold at Rp. 2,500 / kg. Pricing at the level of end consumers and retailers is based on the amount of marketing costs incurred in each marketing channel. The marketing costs incurred by medium traders are Rp. 550 / kg. the profit level in marketing channel II is Rp. 1,200 / kg while the profit on the second marketing channel is Rp. 200 / kg.

3.2.3. Marketing Behavior at Retailer's level
Retailers are the final marketing institutions that will distribute products to consumers. Retailers are in the main market, Wamanggu Merauke market. Retailers get cassava from collectors or middle-class traders who sell cassava to the market. The purchase price of cassava at the retailer's level is Rp. 2,000 / kg and the selling price to the final consumer is Rp. 3,000 / kg with a rate of Rp. 700 / kg.

Retailers will only sell cassava on the market by expecting end consumers to come and bid when making transactions between sellers and buyers. The final consumer in this case can be consumers of household or household-scale industries who become cassava into cake products or processed foods which will be marketed in processed form.

4. CONCLUSION
The results of the study concluded that:

1. There are 3 cassava marketing channels in Merauke Regency, namely 1) producers / farmers - end consumers; 2) producers / farmers - intermediate traders - consumers; 3) producers / farmers - intermediate traders - retailers - consumers.
2. There are 3 marketing institutions involved in the distribution of cassava in Merauke Regency, namely farmers as producers, middle traders, retailers. Farmers / producers will tend to wait for end consumers or merchant consumers to make requests for new cassava transactions will occur. The behavior of collectors at the village level will collect or buy cassava at farmers when they want to go to the main market and directly buy ubinkayu on farmers' land, while the behavior of retailers in the marketing of cassava, namely padang, will buy cassava on the market offered by collecting traders village level and market in the wholesale market to wait for end-consumers both household consumers and consumers of household processing industries.
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