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COCOA MARKETING ANALYSIS (*Theobroma cacao* L.) IN KALIGARANG, KELING DISTRICT, JEPARA REGENCY

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ABSTRACT

The marketing channel is the flow of goods from the producer to the final consumer and in the process it gives rise to marketing costs and the difference between the price received by the producer and that paid by the final consumer or what is commonly called the marketing margin. This research aims to determine the total costs, revenues and income of farming. cocoa in Kaligarang, Keling District, Jepara Regency. Knowing the cocoa marketing channels in Kaligarang, Keling District, Jepara Regency and knowing the marketing margin, the share received by producers (farmer's share) and the efficiency of cocoa marketing in Kaligarang Village, Keling District, Jepara Regency. The method used in this research is a quantitative descriptive method. Sampling of respondents using the census method from one Cacao farmer group. The research results show that there are 2 (two) types of marketing channels, namely type 1 starting from the producer to the middleman and to the final consumer with a marketing margin of IDR 6,000 Farmer share is 76.92% and the efficiency value is 1.89%, while type 2 marketing starts from producers to collecting traders then to wholesalers and finally to final consumers with a marketing margin of IDR 9,000,- farmer's share value is 68.96% and efficiency value is 2.31%.

Keywords: Efficiency; farmer's share; cocoa; marketing

ABSTRAK

Saluran pemasaran merupakan aliran barang dari produsen sampai ke tangan konsumen akhir dan pada prosesnya menimbulkan biaya pemasaran dan menimbulkan perbedaan harga yang diterima produsen dengan yang dibayarkan oleh konsumen akhir atau yang lazim disebut margin pemasaran Penelitian ini bertujuan untuk mengetahui biaya total, penerimaan, dan pendapatan usahatani kakao di Desa Kaligarang Kecamatan Keling Kabupaten Jepara. Mengetahui saluran pemasaran kakao di Desa Kaligarang Kecamatan Keling Kabupaten Jepara serta mengetahui besar margin pemasaran, bagian yang diterima produsen (farmer's share) dan efisiensi pemasaran kakao yang ada di Desa Kaligarang Kecamatan Keling Kabupaten Jepara.. Metode yang digunakan pada penelitian ini adalah metode deskriptif kuantitatif. Pengambilan sampel responden dengan metode sensus terhadap one Cacao farmer group. Hasil penelitian menunjukkan terdapat 2 (dua) tipe saluran pemasaran yaitu tipe 1 dimulai dari produsen ke tengkulak dan ke konsumen akhir dengan margin pemasaran sebesar Rp. 6000,- Farmer share sebesar 76,92 % dan nilai efisiensi sebesar 1,89%, sedangkan pemasaran tipe 2 dimulai dari produsen ke pedagang pengumpul kemudian ke pedagang besar dan terakhir ke konsumen akhir dengan margin pemasaran sebesar Rp. 9000,- nilai farmer's share 68,96 % dan nilai efisiensi sebesar 2, 31%.

Kata Kunci: Efisiensi**;** *farmer's share***; k**akao**;** pemasaran

INTRODUCTION

The agricultural sector is one of the crucial sectors of the Indonesian economy that must be developed. Development of the agricultural industry can be carried out by empowering the people's economy through an agribusiness approach that will create advanced, efficient, and resilient agriculture. The development of the agricultural sector includes various subsectors, including horticultural crops, food, fisheries, livestock, plantations, and forestry (Nyoto, 2016). The cocoa plant (Theobroma cacao L.) is one of the plantation crops that has relatively good economic value, and the market opportunity is still quite significant. This can be seen from the trend in world market demand, which is increasing by an average of 1,500,000 tons annually. (Director General of Plantations, 2007). Based on data from the Jepara Regency Central Statistics Agency. It is located in the Keling District at 251.50 ha, with plantation production of 33,931.96 tons, judging from the largest cocoa land area.

Marketing channels are the flow of goods from producers to consumers, which occurs because of the existence of marketing institutions; the movement of goods between institutions incurs costs. Therefore, there are marketing costs, so there is a difference in the price received by the producer and the price paid by consumers, called the marketing margin. The shorter the marketing, the more efficient the marketing system (Lubis, 2011). According to Purnami (2018), high and low marketing margins will affect marketing efficiency. A profit margin is obtained from marketing costs and selling prices, measuring marketing efficiency. The number of marketing institutions that play a role in marketing cocoa beans influences marketing efficiency. Reducing marketing costs for a product can mean increasing the share producers receive (farmer's share) from the price consumers pay.

Marketing channels influence agricultural development in Kaligarang Village. A farming business will develop more if every farmer knows effective and efficient marketing channels. Therefore, based on the description above, the author is interested in conducting research with objectives 1. To find out the total costs, revenues, and income of cocoa farming in Kaligarang Village, Keling District, Jepara Regency. 2. To know the cocoa marketing channels in Kaligarang Village, Keling District, Jepara Regency. 3. to find out the size of the marketing

margin, the share received by producers (farmer's share), and the efficiency of cocoa marketing in Kaligarang, Keling District, Jepara Regency.

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RESEARCH METHODS

The research was conducted in Kaligarang Village, Keling District, Jepara Regency. This location is one of the centers for cocoa cultivation in Jepara Regency. Sampling was performed using a census technique, where all existing cultivators were used as sample respondents. The respondents who were crucial informants were ten cocoa farmers, and additional respondents consisted of collecting traders, wholesalers, and final consumers. The method used in sampling additional respondents was the snowball sampling technique. The snowball technique determines samples that are initially small in number and then increase in size. (Sugiyono, 2017).

The formula is used:

TC = TFC + TVC

Information :

TC = Total Cost

TFC = Total Fixed Costs

TVC = Total Variable Costs

(Zaman et al., 2020)

The formula for total revenue used:

TR = Y × Py

Information:

TR = Total Revenue

Py = cost price

Y = Number of Products

(Suratiyah, 2015)

The formula total income used:

I=TR–TC

Information :

I = Income

TR = Total Revenue

TC = Total Cost

(Zaman, et al. 2020).

The marketing margin was calculated using the formula:

MP = Pr – Pf

Information :

MP = Margin

Pr = price at the consumer level

Pf = price at the producer level

(Hastuti, 2017)

Farmer's share was formulated as follows: $\text{Fs} = \left(\frac{pf}{pr}\right) x\ 100\%$

Information:

Fs = Percentage received by farmers

Pr = price at the consumer level

Pf = Farmer level price.

(Herawati, et al. 2015)

Marketing is considered efficient if the marketing channel has a low

marketing margin percentage value and a high percentage value of the share received by farmers (farmer's share). If the share received by farmers is (<50%), then marketing is said to be inefficient, and if the share received by farmers is (>50%), then marketing is said to be efficient (Sudiyono, 2004).

The formula from Soekartawi (2002) to determine the level of marketing efficiency at each marketing institution is as follows:

$$EP = \left(\frac{Biaya\ Pemasaran}{Nilai\ Produk\ yang\ di\ pasarkan}\right) x\ 100\%$$

Information:

EP = Marketing efficiency

BP = Marketing costs/kg

NP = Product Value/kg

Decision-making criteria:

EP is 0-50%, so the marketing channel is efficient

EP is greater than 50%, then the marketing channel is less efficient

RESULTS AND DISCUSSION

1. Analysis of Cocoa Farming Costs and Income

a. Cost Analysis

Cocoa farming costs are all in cocoa cultivation, from land processing to transportation. Farming costs are divided into two, namely fixed costs and variable costs. Fixed costs are amount does not depend on the production size, while non-fixed costs are costs that are influenced by the production size (Soekartawi, 2003). Fixed costs are always the same even though production quantities change. Variable costs are costs incurred physically during the production process whose amounts change. Data regarding the average fixed and variable costs in cocoa farming in Kaligarang Village can be seen in Table 1.

Table 1. Average Fixed Costs and Variable Costs in Cocoa Farming

No.	Description	Total (IDR)
1	Tool Depreciation	50,400
2	Tax	6,900
3	Seedlings and Maintenance	30,624
4	TKDK	196,000
Fixed Cost Amount		283,924
1	Fertilizer Cost	36,700
2	Pesticide Costs	14,400
Total Variable Costs		51,100
Total number		**335,024**

Source: Primary Data Analysis, 2022.

Table 1 shows that the average fixed costs in cocoa farming in Kaligarang Village consist of equipment depreciation, land tax, seed and maintenance, and TKDK. Variable cocoa farming costs in Kaligarang Village include fertilizer and pesticide costs. (Zaman, et al. 2020). The costs of cocoa farming in this research are incurred during one harvest period.

b. Reception

Farming income results from multiplying the amount of cocoa production by the selling price in rupiah (Rp). The average income from cocoa farming can be seen in Table 2.

Table 2 Average Revenue from Cocoa Farming

Description	Results	Conversion 1000 m² (IDR/kg)
Cocoa Production (kg)	95.5	83.7
Selling Price (IDR/kg)	20,000	20,000
Amount (IDR)	1,910,000	1,674,000

Source: Primary Data Analysis, 2022

Table 2 showed that the average amount of cocoa production is 95.5 kg or 83.7 kg per 1000 m² with an average selling price of Rp. 20,000, then the receipt amount is IDR 1,910,000 or IDR 1,674,000 per 1000 m² with an average land area of 1,140 m². The amount of revenue in this research is smaller than Mairsa's (2018) research with the title Analysis of Cocoa Farming Income in Development Center Areas in Tapalang District, Mamuju Regency, which received revenue of IDR 18,133,200 or IDR 2,155,634 per 1000 m². This difference is because, in Mairsa's (2018) research, cocoa production had a large average production of 788.4 kg or 93.7 kg per 1000 m² for one harvest season (year) with an average selling price of IDR. 23,000/kg and an average land area of 8,412 m². This is the opinion of Soekartawi (2006), who explains that the greater the production and selling price produced, the greater the income from farming.

c. Income

Farming income resulted from subtracting the average total income from the costs of farming activities. The results of cocoa farming income in Kaligarang Village, Jepara Regency District, in one harvest period, can be seen in Table 3.

Table 3. Average Cocoa Farming Income

Description	Total (Rp)	Conversion 1000 m² (Rp)
Reception	1,910,000	1,674,000
Total cost	335,024	293,880
Income	1,574,976	1,380,120

Source: Primary Data Analysis, 2022.

Table 3 showed that the average income from cocoa farming in Kaligarang Village, Keling District, Jepara Regency is IDR. 1,574,976 or IDR 1,380,120 per 1000 m², this amount of income is smaller than research by Mairsa (2018), which states that the average income earned by farmers is IDR. 17,344,103 or IDR 2,061,828 per 1000 m². This difference in income is

caused by land area, where the average land area in this study is 1,140 m², whereas in Mairsa's (2018) research, the average land area is 8,412 m². Another factor that makes the income of cocoa farming different is because of its size. Costs incurred in cocoa farming and the amount of income farmers obtain from sales of production. The income in this research was IDR 1,574,976 in one harvest period where cocoa farming. Cocoa farming in Kaligarang Village, Keling District, Jepara Regency is a side business for farmers to increase family income.

2. Cocoa Marketing Analysis

a. Marketing Channel Analysis

Based on research that has been carried out, it is known that the cocoa marketing channel in Kaligarang Village, Keling District, Jepara Regency, has two levels of marketing channels:

Level I Marketing Channels

Producers → Middlemen → Final Consumers

At the level I marketing channels, farmers in Kaligarang Village, Keling District, and Jepara Regency involve intermediary marketing institutions through middlemen in Kaligarang Village. In this level I marketing channel, middlemen buy dry cocoa beans directly from farmers for IDR 20,000/kg paid in cash using a motorbike. Then, the middleman sells the cocoa beans to final consumers. The distance traveled by intermediaries when selling cocoa to final consumers is quite far. This is because middlemen look for the highest selling price, namely IDR 26,000/kg. The final consumer who buys cocoa from the middleman is the resmarts shop, which buys dry cocoa beans and processes them into a mixture for making milk.

The final price from the middleman to the final consumer includes marketing costs borne by the middleman. The existence of marketing institutions such as middlemen involved in the cocoa marketing channel aims to make it easier for cocoa producers or farmers to market cocoa to final consumers. The producers or farmers who sell cocoa to middlemen are four farmers out of 10 cocoa farmers in Kaligarang, Keling District, Jepara Regency. The level 1 marketing channel scheme can be shown in Figure 1.

Figure 1. Level 1 Cocoa Marketing channel scheme.

Produsen → Tengkulak → Konsumen Akhir

Level II Marketing Channels

The level II marketing channel for cocoa products in Kaligarang Village, Keling District, Jepara Regency, begins with the stage where farmers sell their products directly to collecting traders in Keling District. Farmers bring the cocoa using motorbikes and carry out cash transactions for IDR 20,000/kg. Five out of 10 cocoa farmers in Kaligarang Village, Keling District, and Jepara Regency sell their products to collecting traders. Next, the collecting traders sell the cocoa to large traders for IDR. 21,000/kg by wholesalers who pick up the cocoa from collecting traders. Wholesalers sell the cocoa to final consumers, namely PT. Mayora Indah Tbk beans for IDR 29,000/kg. PT. Mayora Indah Tbk processes dry cocoa beans into food and beverage ingredients. This price includes marketing costs borne by farmers, collectors, and wholesalers. Farmers in Kaligarang Village involve two intermediary marketing institutions: collecting traders and wholesalers. Six farmers in Kaligarang Village, Keling District, Jepara Regency choose the type 2 channel by selling cocoa to collecting traders. The type 2 marketing channel scheme can be explained in Figure 2.

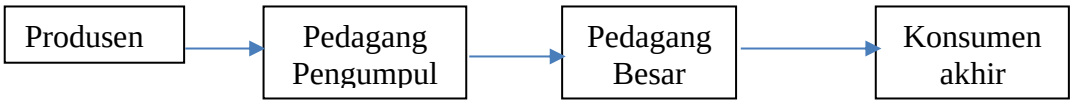

Figure 2. Level 2 Cocoa Marketing channel scheme.

3. Marketing Margin and *Farmer's Share* and Efficiency.

a. Marketing Margin and *Farmer's Share* at level I marketing channels

Level I marketing channels are from farmers involving middlemen and final consumers. In detail, marketing costs, marketing margins, and *farmers' Shares* in level I channels can be seen in Table 4. Based on Table 4, it is known that cocoa at the farmer level in the level I marketing channel is IDR. 20,000/kg for dry cocoa.

Table 4. Marketing Costs, Marketing Margin, and *Farmer's Share*

No	Information	Rp/kg
1	Producer	
	Selling price	20,000
2	Middleman	
	Purchase price	20,000
	Transportation	280.17
	Packaging	19.3
	Labor	193.96
	Total Marketing Costs	493.43
	Selling price	26,000
	Marketing Margin	6,000
	Marketing Benefits	5,506.57

No	Information	Rp/kg
3	Consumer Purchase price	26,000
	Total Marketing Costs	493.43
	Total Marketing Margin	6,000
	Total Marketing Profit	5,506.57
	Farmer's Share	76.92%

Source: Primary Data Analysis, 2022.

Farmers generally sell their products in dry form in the marketing process because the selling price of dry cocoa is higher. Farmers generally dry their crops using sunlight. The selling price of cocoa at the middleman level in this level I marketing channel is IDR. 26,000. In the cocoa marketing process at the middleman level, the middleman sells the cocoa to the factory, and the factory carries out further processing to produce cocoa derivative products. In the level I marketing channel process, marketing costs incurred by the middleman include transportation costs of IDR 280.17, packaging costs IDR 19.3 Cocoa packaging is carried out by middlemen, namely by packing dry cocoa beans in sacks. The labor costs incurred by middlemen in marketing cocoa in the level I channel are IDR. 193.96/kg, the use of labor in the level I marketing channel includes activities such as drying, transportation, packaging, and weighing. The total costs incurred by middlemen in level I marketing channels are IDR. 493.43/kg.

The profit obtained by middlemen in level I marketing channels is IDR. 5,506.57/kg. IDR is the marketing margin obtained from the price at the consumer level minus the price at the farmer level in the level I marketing channel. 6,000/kg. The *farmer's share*, which is a comparison between prices at the producer level and prices at the consumer level, is 76.92%.

b. Marketing Margin and *Farmer's Share* at level II marketing channels

Table 5. Marketing Margin and *Farmer's Share* in Level II Marketing Channels.

No.	Description	IDR/Kg
1	Producer	
	Selling Price	20,000
	Transportation	101.83
	Packaging	18.3
2	Collector Trader	
	Purchase Price	20,000
	Labor	61.09
	Selling Price	21,000
	Marketing Margin	1,000
	Marketing Profits	938.91
3	Wholesalers	
	Purchase Price	21,000
	Transportation	285.13
	Labor	203.66
	Total Marketing Costs	488.79
	Selling Price	29,000
	Marketing Margin	8,000
	Marketing Profits	7,511.21
4	Consumer	
	Purchase Price	29,000
	Total Marketing Costs	670.01
	Total Marketing Margin	9,000
	Total Marketing Profit	8,329.99
	Farmer's Share	68.96%

Source: Primary Data Analysis, 2022.

Level II marketing channels are from farmers that collect traders, wholesalers, and final consumers. In detail, marketing costs, marketing margins, and *farmers' Shares* in level II channels can be seen in Table 5.

Table 5 showed that the marketing margin between farmers and factories in the level II marketing channel is IDR. 9,000/kg, this value is the difference obtained from the purchasing price at the consumer level minus the selling price at the farmer level. The profit obtained by collecting traders from selling cocoa is IDR. 938.91/kg. Meanwhile, the most significant profit is obtained from large traders, namely IDR. 7,511.21/kg. The total marketing costs farmers incur at level 1 marketing channels is IDR. 120.13/kg and the total marketing costs incurred by collecting traders is IDR 61.09/kg, while the total costs incurred by wholesalers are IDR 488.79/kg. The *farmer's share* is 68.96%.

From level I channels and level 2 channels, it can be seen that the profits at each marketing institution are different. This is due to the different costs at each institution such as transportation, packaging, and labor costs; apart from that, it is also due to the difference in selling prices at the consumer level and The selling price at the farmer level is different, so the marketing margin is not the same. (Sinaga, 2020). The difference in margins in level I and level II channels is due to the difference in selling prices at the consumer level and selling prices at the farmer level, so the marketing margins of the two channels are different. The marketing margin of channel II has a more excellent value than channel I; this is because level II channels have more marketing institutions, which causes marketing costs to increase so that the price difference between the selling price from the producer and the purchasing price for the final consumer becomes greater.

c. Marketing Efficiency

Marketing efficiency analysis is critical, including cocoa marketing as has been done previously, starting from farmers to consumers, cocoa through a marketing channel or chain. The length and shortness of the marketing flow can determine prices at the consumer level and the efficiency of a cocoa cultivation business. The efficiency of each cocoa marketing channel in Kaligarang Village, Keling District, Jepara Regency can be seen in Table 6.

Table 6. Efficiency of Cocoa Marketing Channels

No	Channel	Information	Unit Value (IDR)	Percentage (%)
1	I	Marketing Costs	493.43	
		Product Selling Value	26,000	
		Efficiency Level		1.89 %
2	II	Marketing Costs	670.01	
		Product Selling Value	29,000	
		Efficiency		2.31 %

Source: Primary Data Analysis, 2022.

Based on Table 6, it can be seen that marketing efficiency exists in all marketing channels with an efficiency value for channel I of 1.89%, meaning that level I marketing channels are efficient marketing channels, and channel II is 2.31%, meaning that level II marketing channels are efficient marketing channels. efficient. The efficiency value is formed by comparing marketing costs with the selling price of cocoa. In level I channels, marketing costs include cocoa packaging costs, transportation costs incurred by middlemen, and labor costs incurred by middlemen. The marketing costs generated are worth IDR. 493.43/kg, and the selling price to final consumers is IDR. 26,000/kg, an efficiency value of 1.89% is obtained. In the level II channel, marketing costs include cocoa packaging costs incurred by farmers, transportation costs incurred by farmers and wholesalers, and labor costs incurred by collecting traders and wholesalers. Marketing costs formed in level II marketing channels are worth IDR. 670.01/kg with a selling price to final consumers of IDR 29,000/kg, an efficiency value of 2.31% is obtained, which states that level II channel marketing is efficient. This is the opinion of Soekartawi (2002), who states that if marketing efficiency is 0 – 50%, then the marketing channel is efficient.

CONCLUSION

Based on the results and discussion, the following conclusions can be drawn :

1. The average total costs incurred were IDR 335,024 or IDR 293,880 per 1000 m², average total revenue IDR 1,910,000 or 1,674,000 per 1000 m², and the average income is IDR. 1,574,976 per harvest period or 1,380,120 per 1000 m².
2. There are two cocoa marketing channels in Kaligarang Village, Keling District and Jepara Regency. Marketing channel I (producer →

middleman → final consumer) and marketing channel II (producer → collecting trader → wholesaler → final consumer).

3. The total marketing margin value, farmer's share, and efficiency value formed by each marketing institution differ. In channel I, the total margin is IDR 6,000, the farmer's share value is 76.92%, and the efficiency value is 1.89%. Meanwhile, for marketing channel II, the total margin is IDR. 9,000, farmer's share value 68.96%, and efficiency value 2.31%.

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