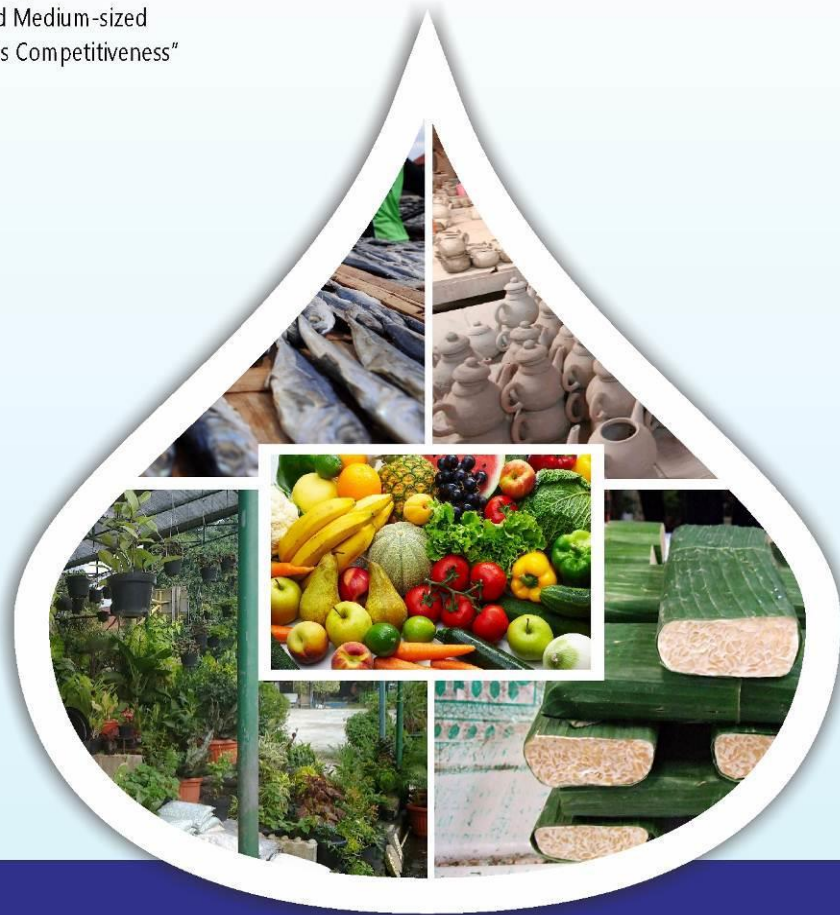




2016

"Small and Medium-sized
Enterprises Competitiveness"

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Agribusiness Development for Human Welfare



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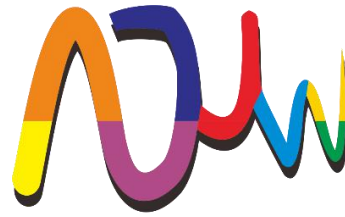
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AGRIBUSINESS
DEVELOPMENT FOR
HUMAN WELFARE

*“Small and Medium-sized
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EDITOR FOREWORD

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

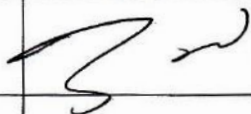
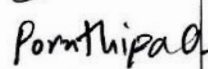

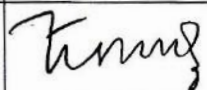
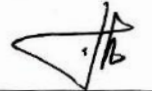
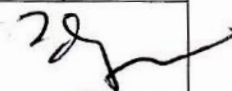
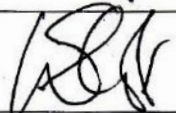
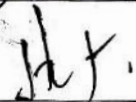
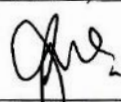

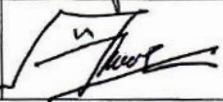
May 30, 2016

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PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.
Dear Honorable Governor of Yogyakarta Special Province
Dear respectable Prof. Dr. Zainal Abidin Mohamed
Dear respectable Asist. Prof. Pornthipa Ongkunaruk
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

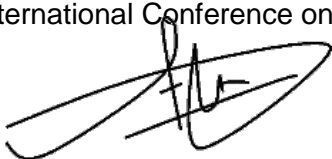
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.

WORDS OF WELCOME

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



Gubernur

Daerah Istimewa Yogyakarta

Sambutan
KONFERENSI INTERNASIONAL
“AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE”
Yogyakarta, 14 Mei 2016

Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “Agribusiness Development For Human Welfare”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “Agribusiness Development For Human Welfare” ini.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah

telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

Hadirin dan Saudara-saudara sekalian,

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016
GUBERNUR
DAERAH ISTIMEWA YOGYAKARTA



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MARKET STRUCTURE, EFFECTIVENESS, AND EFFICIENCY OF THE RUBBER RAW MATERIALS MARKETING IN MUSI RAWAS DISTRICT

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Abstract

The aim of this study was to analyze the effectiveness and efficiency of the distribution of rubber raw material and its market structure. Descriptive survey method was used in this research. Respondents were farmers, both middlemen and wholesalers of rubber raw material. As many as 62 sample of rubber farmer were determined by stratified random sampling method proportionally based on sub district. Through this method, 28 farmers of Sukakarya Sub District as representatif of Java Etnis and 34 farmer of Muara Beliti Subdistrict as representatif Native Etnis of Musi Rawas District were chosen. Whereas of 8 middlemen and 2 wholesalers were chosen by snowballing method. The data were analyzed by using Mathematical model for calculating of marketing margin, distribution margin, and market share, and herfindahl-Hirschman index model were used to analyze market structure. The result showed that the distribution of the market in Sukakarya Sub District was not effective or efficient, the market structure was oligopsonistic. Contrariwise, the distribution of the market in Muara Beliti tend to effective and efficient, with the market structure was monopsonistic.

Keyword: Market Structure, Effectiveness and Efficiency, Rubber Raw Materials

INTRODUCTION

The success is something that challenges the ability of managers due to intense competition with the changes in globalization. As world markets globalize, the effect of export performance on a firm's performance has been frequently discussed in the literature. Potential in the international market to become global is determined by the efficiency of export. In particular, the rubber products industry deals with a major export product. It is a source of income at the most competitive level that can bring prosperity to the country. The export of rubber as seen from the situation of the past shows that Thailand has become the world's largest natural rubber producer and exporter to the world. The value of total exports of rubber and rubber products in 2009 was 43,855,998,034 million baht; in 2010 the export value increased respectively to 65,840,571,901 million baht which is up

50.13 percent from the year 2009. In 2011 the export value increased respectively to 82,493,085,912 million baht which is up 25.29 percent from the year 2010 (Department of International Trade Promotion, 2012). Although the rubber industry will generate large revenue for the country, the growth rate of exports is significantly lower than the aim in the last 2-3 years. That might be due to external factors and internal factors. Therefore, it is interesting that the rubber processing industry adapts to survive amidst the need to develop marketing strategies against foreign competition, so it is very important to know which factors that also have cause-related with export performance.

The demand increased for rubber above, will be influence to the price of rubber positively, especially natural rubber. These conditions lead to the expansion of rubber cultivation in Indonesia. Therefore in the year 2025, the

estimation of rubber plantation expansion in Indonesia will reached 4.5 million ha and is capable of producing 3.3 million tons of rubber (Damanik, 2012). This condition is expected to be one of the drivers of economic revival through increased production and increased exports of rubber. Rubber export optimization strategy is considered appropriate given the price is quite high in the international market and the domestic market's ability to process rubber into goods industry is still low. Thus the potential movement of world rubber prices also showed a positive trend and Indonesia as one of the largest manufacturers of rubber is expected to work closely with other manufacturers to be able to maintain the price position remains favorable (Directorate General of Processing and Marketing of Agricultural Products, 2014).

According to Rodillah (2002) that, the problems of smallholder rubber was highly variable, including: 1) trade system that is not efficient, 2) the estimating of rubber content is still speculative and subjective, 3) the low productivity of rubber plantations, 4) processing and storage is not correct, and 5) the raw material (bokar) quality remains low. Therefore, those problem will have an impact on crumb rubber industry. The low quality and high contamination bokar causes inefficiencies in the processing of the crumb rubber and quality of SIR. Consequently, crumb rubber industry is not fully supported by smallholder rubber plantations as major raw material suppliers

The largest rubber plantation in South Sumatera was in Musi Rawas district. In general, the quality of rubber produced in Musi Rawas was quite good, although there was still low-quality rubber. Therefore, it was still needed improving in technical producing. Suharso et al., (1995) explains that, in efforts to increase the production is not only the availability of technology, but also the necessary of marketing support. Marketing plays an important role that be able improve the bargaining position of farmers. It is mean the farmers should be

able to increase co-operation in marketing.

In the agricultural marketing, the price transmission in the factor market is one of indicator that reflects the power of monopsony and oligopsony. In fact, farmers often face this problems in the bokar marketing. So that, the bargaining power of the farmers is also low, even though, the farmers have cooperated with the marketing agencies or middlemen to develop marketing system. Looking this description, the market structure, effectiveness and market efficiency will interesting to study.

METHOD

This research was conducted in the District Sukakarya and at the Muara Beliti Musi Rawas. During field work conducted from November to December 2015. The research method conducted by survey. The object of research is the rubber farmers, traders, wholesalers, arguing that these districts is the producer if the rubber raw material (Bokar).

Descriptive survey method was used in this research. Respondents are farmers, both middlemen and wholesalers of rubber raw material. As many as 62 sample of rubber farmer were determined by stratified random sampling method proportionally based on sub district. Through this method, 28 farmers of Sukakarya Sub District as representatif of Java Etnis and 34 farmer of Muara Beliti Subdistrict as representatif Native Etnis of Musi Rawas District (Table 1). Whereas of 8 middlemen and 2 wholesalers were chosen by snowballing method.

Table 1. The Total Number of the Sample

Sub District	Household Farmer Population	The Total Number of Sample (5%)
1. Sukakarya	567	28
2. Muara Beliti	682	34
Jumlah		62

Data collection were conducted from November to December 2015 by using questionnaire to investigate to respondents. The data were analyzed

using Mathematical model for calculating of marketing margin, distribution margin, and market share, and herfindahl-Hirschman index model were used to analyze market structure. The mathematical model used in this analysis were as follows:

Marketing Marjin (Sudiyono, 2001):

$$M = \sum_{i=1}^m \sum_{j=1}^n C_{ij} + \sum \pi_j$$

where:

M = marketing Margin

C_{ij} = marketing cost

Π = profit

m = The number and type of marketing cost

n = the number of marketing institutions

Marketing Margin Distribution (Sudiyono, 2001):

$$S_{bij} = \{C_{ij}/(Pr - Pf)\} \{100\%$$

$$C_{ij} = H_{jj} - H_{bj}$$

$$Sk_j = \{[\Pi_{ij}/(Pr-Pf)] [100]\}$$

where:

S_{bij} = part of the implementing cost of the marketing functions i by marketing agencies j

C_{ij} = implementing cost of the marketing function i by marketing agency j

P_r = prices at the retailer

P_f = prices at the farmgate

H_{jj} = selling price of marketing agency j

H_{bj} = purchasing price of marketing agency j

Π_{ij} = profit of the marketing agency j

Sk_j = part of the profit of marketing agency j

Herfindahl-Hirschman Index (HHI):

$$HHI = \sum_{i=1}^N S_i^2$$

where: S_i^2 = Concentratin of middlement

If $HHI = 0 - \leq 1500$, the market structure is perfect; if $HHI > 1,500 - \leq 2500$, then the market structure tend to oligopsonistic;

if $HHI > 2500 - \leq 5.000$, then the market structure tend to oligopsony;

if $HHI > 5000-10000$, than market structure tend to monopsonistic; and

if $HHI = 10000$, then the market structure tend to monopsony (Goulielmos and sitcoms, 2012).

RESULT AND DISCUSSION

Marketing Marjin

Before analyzing the marketing margin, first described the condition of the distribution of marketing raw materials of rubber (bokar) in Musi Rawas (Figure 1).

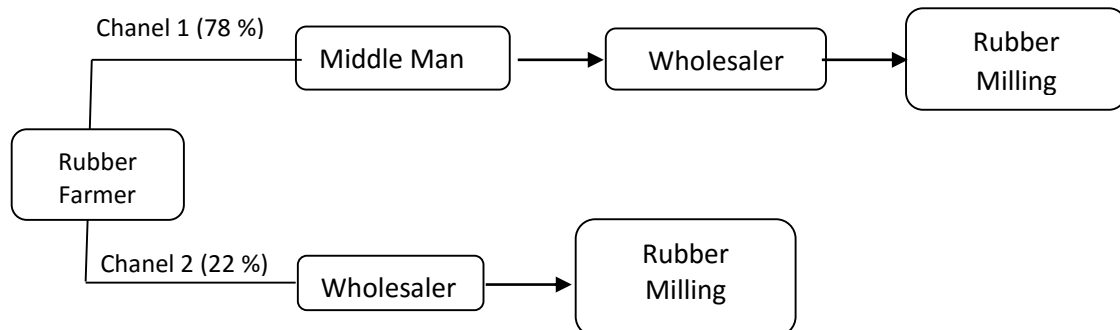


Figure 1. Marketing Distribution of Rubber Raw Material (Bokar)

Figure 1 shows that 78 percent of farmers bokar, depending on the marketing channel through traders I – wholesalers - the factory prior to final consumer (channel 1) 22 percent of farmers bokar markets its products through middlemen Great - Factories, prior to final consumers (channel 2). That mean that the majority of farmers depend on channel 1, the rest chose on channel 2.

Table 2. Marketing Analysis in the Sukakarya Sub District

Market Institution and Margin Component	Rp./kg	Margin Distribution	Market Share
1. Producer			
1.1. Selling Price	5.620,00		65,73
2. Middleman			
2.1. Purchasing Price	5.620,00		65,73
2.2. Transper Cost	123,70	4,22	1,45
2.3. Terminal Cost	131,80	4,50	1,54
2.4. Lunch	75,30	2,57	0,88
2.5. Telephone	26,90	0,92	0,31
2.6. Depreciation	399,60	13,64	4,67
2.7. Smoking Cost	32,30	1,10	0,38
2.6. Profit	790,40	26,98	
2.7. Selling Price	7.200,00		84,21
3. Wholesaler			
3.1. Purchasing	7.200,00		84,21
3.2. Transfer Cost	29,2	1,00	0,34
3.3. Terminal Cost	23,4	0,80	0,27
3.4. Labor	101,8	3,47	1,19
3.5. Telephone	6,4	0,22	0,07
3.6. Depreciation	338,5	11,55	3,96
3.7. Lunch	251,6	8,59	2,94
3.8. Smoking Cost	1,5	0,05	0,02
3.9. Profit	597,60	20,40	
3.10. Selling Price	8.550,00		
3.11. Marketing Margin	2.930,00		

The data in the table 2 indicate that marketing margin in Sukakarya Sub District was Rp. 2,930,00/kg, with the greatest distribution is on the profit of middlemen and Wholeseller, 26.98% and 20.40% respectively. Furthermore, in Table 1 also shows that

the marketing margin in Sub District Muara Beliti Rp. 2,720.00/kg or 65.22 %. Those can be concluded that the distribution of the market was nor effective or efficient, because inequality in the distribution margins and marketing high cost.

Table 3. Marketing Analysis in the Muara Beliti Sub District

Market Institution and Margin Component	Rp./kg	Margin Distribution	Market Share
1. Producer			
1.1. Selling Price			65,22
	5.100,00		
2. Middleman			
2.1. Purchasing Price			65,22
	5.100,00		
2.1. Transfer Cost		4,55	1,58
	123,70		
2.2. Terminal Cost		4,85	1,69
	131,80		
2.3. Lunch		2,77	0,96
	75,30		
2.4. Telephone		0,99	0,34
	26,90		
2.4. Depriciation		14,69	5,11
	399,60		
2.5. Smoking Cost		1,19	0,41
	32,30		
2.6. Profit		13,62	
	370,40		
2.7. Selling Price			80,05
	6.260,00		
3. Wholesaler			
3.1. Purchasing Price			80,05
	6.260,00		
3.2. Transfer Cost		3,63	1,26
	98,7		
3.3 Terminal Cost		8,35	2,90
	227		
3.5. Telephone		5,63	1,96
	153		
3.6. Depriciation		1,82	0,63
	49,4		
3.7. Lunch		20,60	7,16
	560,2		
3.8. Smoking Cost		2,54	0,88
	69,1		
3.9. Profit		14,80	
	402,60		
3.10. Selling Price			
	7.820,00		
3.11. Margin			
	2.720,00		

Then, analyze the structures of Bokar market, carried out through the calculation of the Herfindahl-Hirschman Index (Table 4).

Tabel 4. Herfindahl-Hirschman Index in the Marketing Distribution of Bokar in Sukakarya

N o.	Purchasing Number (kg)	S (%)	S ²
1.	5000	2,50 6	6.281
2.	8000	4,01 0	16.08 0
3.	6500	3,25 8	10.61 6
4.	110000	55,1 38	3,040. 182
5.	70000	35,0 88	1,231. 148
Σ	199500	100	4,304. 302

Table 4 shows that the value of HHI 4304.302, which means the market structure of Bokar marketing in Sukakarya district tend oligopsonistic. In contrast to table 5. The data shows that the value of HHI 2074.566 meaning bokar market structures in the Sukakarya Sub District tend monopsonistic. It reveal that clearly the bargaining position of rubber farmers was low. It was due to the many small-scale farmers dealing with wholesalers who are few in number. As indicated by Amin (2004); Castiglione et al. (2012); Amin (2014) that low of bargaining position of farmers due to market concentration occurred on a few sellers or buyers.

Tabel 5 Herfindahl-Hirschman Index in the Marketing Distribution of Bokar in Muara Beliti Sub District

No.	Purchasing Number (kg)	S (%)	S ²
1.	2000	17,699	313,259
2.	1800	15,929	253,740
3.	2500	22,124	489,467
4.	2000	17,699	313,259
5.	3000	26,549	704.832
Σ	11300	100	2.074,556

CONCLUSION

There are two distribution channel in bokar marketing, where 78 percent of rubber raw material (bokar) farmers, depending on the marketing channel through traders I – wholesalers - the factory prior to final consumer (channel 1) 22 percent of farmers bokar markets its products through middlemen Great - Factories, prior to final consumers (channel 2). That mean that the majority of farmers depend on channel 1, the rest chose on channel 2.

Both in the Muara Beliti Sub District and Sukakarya Sub District, market structure is not effective and efficient Muara Beliti compared to the district. But in Muara Beliti more effective and efficient. Analysis of the Herfindahl-Hirschman Index (S² = 4304.302) which means that the market structure tends oligopsonistic bokar for in the district

Sukakarya and Herfindahl-Hirschman Index (S² = 2074.566) which means bokar market structure in the district. Muara Beliti tend Monopsonistic .

Both in the Sukakarya Sub District and in the Muara Beliti Sub District, The distribution of the market was nor effective or efficient, because inequality in the distribution margins and marketing high cost.

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DISCUSSION FROM PARALLEL SESSION

PAPER TITLE	THE EFFECTIVENESS AND EFFICIENCY OF THE MARKET STRUCTURE AND THE RUBBER RAW MATERIALS MARKETING IN MUSI RAWAS DISTRICT
AUTHOR	May Shiska Puspitasari
DISCUSSION	
QUESTION	<ol style="list-style-type: none"> 1. Could you explain why the robber content data still speculative? 2. Stratified random (Java & Native etnis) does in influence the tendency to choose which kind of channel? 3. Is ther any database you used for instant that? 4. What are the consequences of the study?
ANSWER	<ol style="list-style-type: none"> 1. Only literature data 2. Native etnis have high quality
SUGGESTION	<ol style="list-style-type: none"> 1. Abstract (intents?) need information about the consequences of the study 2. Make the slide by chart 3. Need impact of the study 4. Need more reference



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