2016
"Small and Medium-sized Enterprises Competitiveness"

Agribusiness Development for Human Welfare

PROCEEDING
INTERNATIONAL CONFERENCE
Agribusiness Development for Human Welfare

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AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE

"Small and Medium-sized Enterprises Competitiveness"

Agribusiness Development for Human Welfare

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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.
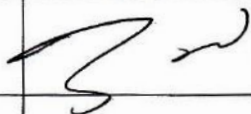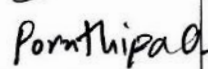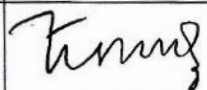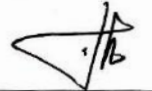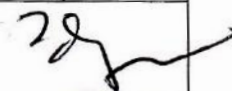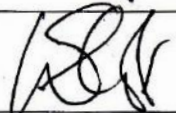
May 30, 2016

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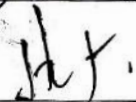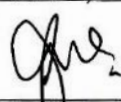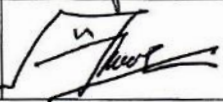6. Assist. Prof. Dr. Nitty Hirawaty K.   (Universiti Putra Malaysia)
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PREFACE

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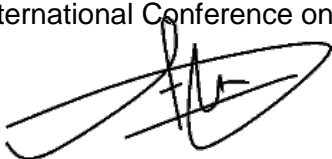
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

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 commitee, 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.

2016
"Small and Medium-sized
Enterprises Competitiveness"
Agribusiness Development
for Human Welfare

*International Conference on Agribusiness
Development for Human Welfare 2016*

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 sinergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warhmatullahi 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 insdustri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (nerasa 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, Insutri 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 demikan, 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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ANALYSIS OF BEEF SUPPLY CHAIN MANAGEMENT AT AGRIBUSINESS BASED SLAUGHTERHOUSE IN UPTD OF ANIMAL SLAUGHTERHOUSE OF PALU

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ABSTRACT

This research aims for: (1) to discover the mechanism of beef's SCM at UPTD Slaughterhouse in Palu city; (2) to discover beef's marketing efficiency rate at UPTD Slaughterhouse in Palu city. Research determination method is conducted purposively . The method used in this research are descriptive and analytical method. Sampling method used in this research are purposive sampling and snowball sampling method. Analysis results showed that: (1) Identification of beef supply chain membership model are, First Chain ; Livestock Farmer, Second Chain ; Cow Trader, Third Chain ; Slaughter House, Fourth Chain ; Beef Retailer, Sixth Chain ; Customer, where each of the chain has its own role. There are 3 beef flow patterns, they are product flow, cash flow and information flow, but it is still not optimally run because still there is a residual product. Structure Management explain there are aspects that strengthen every chain performances, those aspects are agreement on cooperation, transaction system, and partnership.; (2) beef distribution channel at UPTD Slaughterhouse in Palu is efficient based on marketing efficiency value that close to 0 (zero), marketing margin are profitable because of (Ski>Sbi).

Key words: Beef, marketing efficiency, marketing margin, supply chain management.

INTRODUCTION

Agricultural is one of the important role for growth development of the economy of Indonesia . It is important for the national economy not only because of its contribution for the GDP (Gross Domestic Product), job opportunity, and foreign exchange reserves but also about its potential as motor for the growth of output and diversification of product from other economic sector. Therefore agricultural sector become the leading of the other sectors (Tambunan, 2003).

One of the sector from agriculture is subsector of livestock where its activity is to process the livestock commodity. The product can as milk, meat, and egg. Cow is one of the commodity in livestock. Cattle are divided into view kind, they are beef cattle that produce meat and dairy cows. Beef cattle are cattle that can sustain the needs of the consumption of meat, because cattle can be bred in a simple, easy, like in many communities and the body is quite large when compared to

other livestock. Beef has advantages as a product to provide for good nutrition (Yulianto dan Saparinto, 2010).

Central Celebes province is one of the areas suitable to be developed as the motor of beef cattle breeding. Some areas in Central Celebes has made the production of beef cattle, slaughterhouse in Palu city started to see this opportunity and developed their slaughterhouse to increase production and marketing into a strategic place, for the population of cattle, slaughter cattle and beef production per kg for five years. Cattle production is the commodity that has large livestock population of the largest in Central Celebes province. In the period 2011-2015, the average cattle population was as much as 255.758 Cattles with an average percentage growth each year is equal to 2.85 percent. The average slaughter cattle in Central Celebes province in the period 2011-2015 were as many as 29.432 Cattles with percentage of average growth in cuts of each year is

equal to 10.52 percent. Cattle production is the commodity that has number of the largest livestock meat production in Central Sulawesi. In the year period of 2011-2015, the average production of beef cattle was as much as 4,609,583 kg with the average percentage of growth each year is equal to 15.14 percent.

Beef is one of the food commodities which has contributed to the improvement of nutrition, especially animal protein is needed by human development. With the increasing of population growth and the increasing of live standard in Indonesia, the demand of products for nutrition is increasing, so does the demand for foodstuffs such as demand for animall protein. Demand for beef from year to year is increasing, it is in addition affected by the increasing of population also affected by the increasing in knowledge of the population itself to the importance of animal protein, so the consumption patterns are also changing, which initially consume more carbohydrates to the consumption of meat, eggs and milk. The need for broilers and eggs in the country today has been fulfilling by local production, but milk and beef still need to import.

Slaughterhouse is an institution for the wholesalers to cut cattle. The author chose UPTD RPH as much involved with local suppliers and trafficking retailers even engage with buyers of hotels in Palu City, therefore UPTD slaughterhouses must have had a series of complex supply chain, supply chain management (SCM) is an activity for how to get a raw materials to the production process into finished goods and distribution to the hands of consumers ". therefore, because the characteristics of perishable products the problem obtained is beef prices are high, the quality and quantity of beef is still low due to residual beef if not sold out, by the time which is taken in conducting the distribution of beef and price comparison that gives the employers of slaughterhouse and retailers is relatively low.

Unit Pelayanan Terpadu Daerah (UPTD) Rumah Potong Hewan (RPH) deliberately is chosen because it has a strategy that is fully equipped and always carried out supervision, monitoring, and evaluation of ongoing routine to conform what is desired by the market. UPTD Rumah Potong Hewan conducting the daily production to done at night, with the average number of beef cattle as many as 21 fish with the total of 4.452 kg of beef. The authors hope assisted various professional parties involved in the development of strategies into it. Based on this background of problem, the researchers looked at the need to conduct research to analyze the supply chain of beef in UPTD RPH. Beef Supply chain management should pay attention to several aspects that may affect the smoothness of the process of distribution to the final consumer. Because not only meet consumer demand, the forms of regulation in the meat SCM also aims to benefit the chain involved. An approach is needed in the form of approach SCM mechanism to determine the structure of the supply chain, supply chain flow pattern, chain supply management, and supply chain business processes, because it will affect the decision-making chain there. Appropriate decision will be beneficial in maintaining the supply and quality of the meat.

MATERIALS AND METHOD

Research conducted in the RPH UPTD in JL. Lekatu No 107 District Tatanga of Central Celebes Palu. Locations were selected deliberately purposive and snowball sampling, because UPTD RPH has the frequency of production by the average number of beef cattle as many as 21 fish with the total of 4.452 kg of beef so as to regulate the distribution in accordance with the request. The timing of the research is in February to April 2016. The data used in this study consisted of primary data and secondary data. Primary data were obtained by direct observation and interviews with respondents i.e. leader UPTD RPH using questionnaire. Secondary data were obtained from the relevant agencies and the relevant literature with the goal of researcher.

Descriptive analysis is a method used to examine the status of human groups, an object, a set of conditions, a system of thought or a class of events in the present. The goal is to create a description, picture or painting in a systematic, factual and accurate information on the facts, nature and the relationship between the phenomenon investigated (Nazir, 2009). The output of this analysis is the overview of the beef supply chain structure that occurred in the study site in the form of supply chain structure, flow patterns, Supply Chain Management, and Business Process Supply Chain

1. Market margin of beef cattle and beef

$$MP = Pr - Pf$$

Information :
MP : Market margin (rupiah per cattle)
Pr : the consumer level prices of a live cattle or slaughtered (rupiah per cattle)
Pf : Price at the farm level (rupiah per cattle)

2. Share cost and benefit of beef cattle and beef
Share Cost
    $Sbij = [cij / (Pr-Pf)] \times 100\%$
Share Benefit
    $Skj = [Pij / (Pr-Pf)] \times 100\%$
    $Pij = Hjj - Hbj - cij$
Information :

Sbij : price percentages to conducting the market to-i by the marketing agency to-j (%).
cij : the cost to conducting the market function to-I by the marketing agency to-j (rupiah per cattle)
Skj : the percentages profit of the marketing agency (%)
Pij : the profit of marketing agency to-j (rupiah per cattle)
Hjj : selling price of the marketing agency to-j (rupiah per cattle)
Hbj : Purchase price of the marketing agency to-j (rupiah per cattle)

3. Market efficiency of the beef
        EP TB/TNP×100 %
Information :
EP   : Market Efficiency (%)
TB   : Total cost of marketing (Rp)
TNP   : Total product value marketed (Rp)
With Decision rules:
0 – 33%   = Efficiency
34 – 67%   = Less Efficiency
68 – 100%   = Not Efficiency

RESULT AND DISCUSSION

Supply chain structure
The structure of the beef supply chain is not affected by different types of beef traded, supply chain members involved, as well as a system built among the parties. In general the results of beef as structure below in Figure 1 which models the beef supply chain.
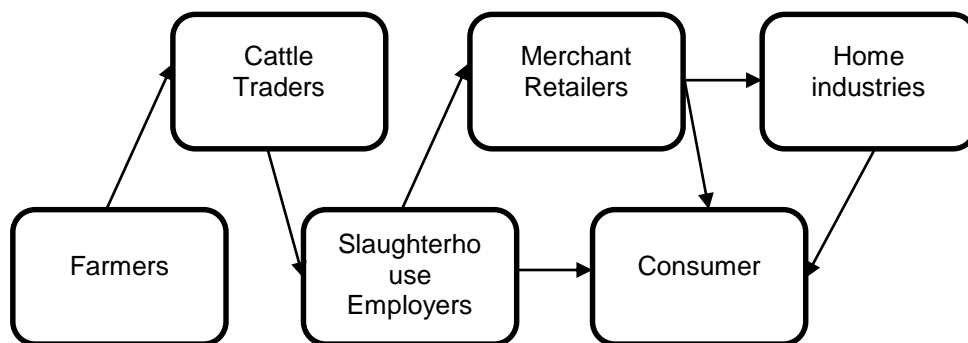
Picture 1. Beef Supply Chain Model

Based on the study of the primary data the actors in the beef supply chain UPTD Slaughterhouse are as follows:

Chain 1: Farmers

Breeders are manufacturers that produce beef with the process of breeding beef cattle, which are in Sub Loru and District Ampibabo. The results of the product depends on the pattern applied. Farmers as providers of raw materials to be distributed to the chain further. Raw material supply itself has no separate benchmark for the number of beef cattle that provided, cause by as many number of farmers in the various regions and the city of Palu, Central Celebes

Chain 2: Cattle Traders

Beef traders is extended hand of a businessman slaughterhouse that supply the beef cattle, in District Loru and District Ampibabo Role cattle trader here as a partner of entrepreneurs slaughterhouse in looking for supplies of beef cattle alive, cattle trader does not keep cattle alive in cages but as a distribution medium to deliver beef cattle. Cattle traders load ties to the breeder to supply live cattle.

Chain 3: slaughterhouse Employers

Employers of the slaughterhouse located in Slaughterhouse, taking an important role in the chain of supply of beef and can be considered as price maker for discount offers good position for turnover of cattle traders themselves. The role of businessmen here who manage the butcher beef until after the cuts that will deliver the next to the chain.

Chain 4: Merchant Retailers

Retailers located in Manonda market, are an important link in the supply chain because of their position that connects consumers with nearly all of the supply chain underneath. Retailers are responsible for the quality of the beef, because in this chain meets the demands and needs of consumers and ensure the availability of goods when the consumer wants it.

Chain 5: Home industries

Home industries related directly to the consumer, home industry is Hj. mBok Sri Home industry is adding value on beef products with the addition of inputs to produce a new output and economic value. Home industry in this case does not do a lot of things in the chain, because the products are obtained from the retailers.

Chain 6: Consumer

Consumer is the last link of the supply chain, in this chain is the products finished for consumption either its fresh meat or used as raw material processed in the form of shredded beef and further processed forms. All of the financing comes from customer payments for products purchased, to the information about the needs / desires of consumers is a determinant of the direction of the cattle ranch.

Beef product flow

There are three kinds of streams that must be managed in a supply chain. First is the product stream which flows from upstream to downstream, the second is the flow of financial / money from downstream to upstream, and the third is the flow of information that can flow from upstream to downstream, or vice versa. Figure 7 shows the flow pattern in the beef supply chain in UPTD RPH.
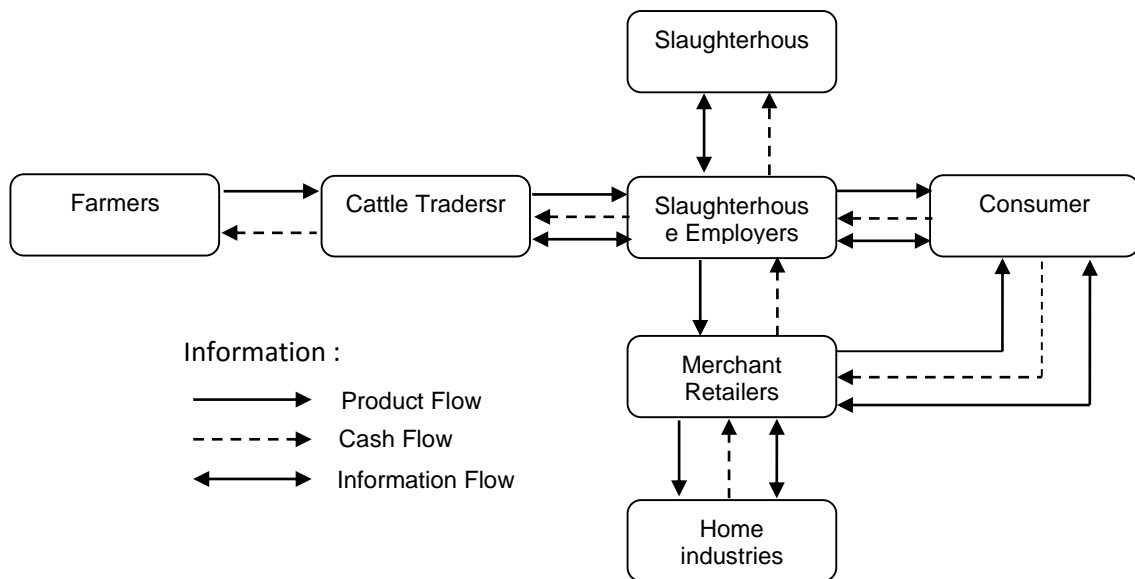
Picture 2. The flow pattern in the Beef Supply Chain

Product flow starting from the beef cattle farmers to traders, to a slaughterhouse entrepreneur, then to distribute to retailers and consumers. Employers butchers cutting and post-cutting process and deliver beef to retailers from retailers is directly distributed to the home industry and ended to consumer. Home industry reworks beef products.

Cash flow flowing from consumers to retailers, home industries, entrepreneurs butchers, cattle traders to beef cattle ranchers. These financial flows retailers do delay payment system no delay more than 1 day after the meat distributed. At farmers, cattle traders, butchers employers pay directly in accordance with a predetermined to the system. Employers also pay directly to the slaughterhouse RPH as container and provider of facilities and infrastructure at the slaughterhouse and overseeing the cuts.

The flow of information is integrated between supply chain members. The information flow occurs at the end of consumer, retailers, home industries, entrepreneur slaughterhouse, the slaughter, cattle traders and farmers, or vice versa. Ranchers and cattle trader deliver information in the form of supply of the stock of beef cattle to employers slaughterhouse through a cattle trader, then the RPH provide information such as cutting activities in the Slaughterhouse to monitor the health of beef cattle, because RPH is under the auspices of the Department of Animal Husbandry and Animal Health Provincial Central Sulawesi. Based on Law No. 18 of 2009 on Animal Husbandry and Animal Health. However, for the provision of beef stock to retailers is always uncertain. And retailers only accept meat stock given slaughterhouse given by employers to forecast market demand conformity from employers of the slaughterhouse.

Management Structure

Management structure describes aspects of the action in all levels of management in the supply chain members. Such actions explain the steps taken by the members of the supply chain management to act on each level consisting of strategy, cooperation agreements, transaction systems and partnerships.

Research results shows that beef supply chain entirely using good management system. Farmers as primary producers as providers of raw materials, namely beef. Trading beef is a medium for entrepreneur butchers to find a supply of beef outside the area. Cattle traders are also planning in the procurement or

provision in order to continuously send cattle to the slaughterhouse entrepreneur retailers as an extended arm of entrepreneur slaughterhouse. Employees of slaughterhouse beef processing, the process of cutting, after cutting, and sends retailers. Retailers undertake further activities by sorting each piece of beef to be more easily sold from the primary product and the product side.

Pattern product distribution

The distribution pattern which was built by members of the supply chain has a different pattern, the pattern is built based on the ease of application in the field. The pattern distribution of the beef is as follows:

The pattern of the beef supply chain with the aim of traditional market / wholesale market → traders cattle breeders → Entrepreneur → slaughterhouse retailers → consumers

Cattle trader buys cattle from farmers, then cattle were taken to a slaughterhouse to be sold to businessman butcher and businessman butcher to cut the cattle, then conducting post cuts of beef, after it was weighed and packed in plastic and then distributed to the market or to retailers.

Price distribution pattern

In a trading system, in general, price distribution will expect some increase in each level. This does not come into force for the distribution of the price of beef. Some of the differences in price levels in beef identified and obtained the difference in price as in table1.

Tabel 1. Price differences on beef supply chain

Members Supply chain	Beef prices (Rp/Kg)
Farmers	Rp 110.000/kg
Beef trader	Rp 115.000/kg
Butcher Businessman	Rp 95.000/kg
Merchant Retailers	Rp 100.000/kg

Sources : Interview result of Stakeholder The difference in price on beef where the selling price breeder Rp. 110,000 / kg for beef cattle life to cattle trader, for a purchase price of beef cattle to cattle trader from employers slaughterhouse Rp. 115,000,- to level entrepreneurs slaughterhouse Rp. 95.000 / kg were given to merchants retailers, selling price retailer of Rp 100,000,- judging the price difference is obtained each currency supply chain there is a discrepancy between the purchase price of beef cattle and selling prices businessman butchers and retailers, but employers slaughterhouse here as a determinant of prices (Price Maker), since employers slaughterhouse has a good bargaining position.

Channel Distribution in beef Supply Chain

Distribution channels in the supply chain for beef cattle and beef in UPTD RPH indicate that the product flow from the farmer to the consumer of beef. There are two forms of the product being distributed, in the form of live beef cattle and in the form of carcasses. The carcass is the result of output due to the cutting process in the form of live cattle beef, liver, lung, kikil, and bone.
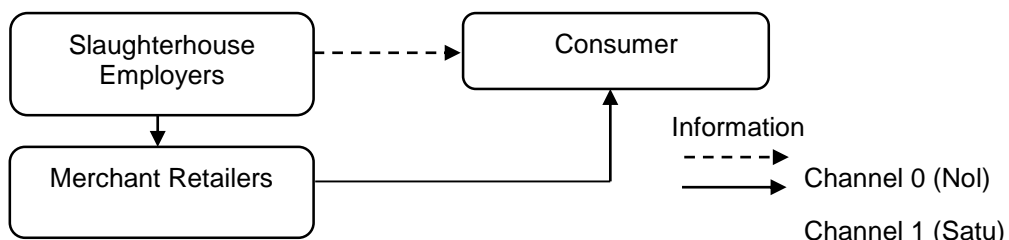
Picture 3. Distribution Channels Beef

Distribution channels in the beef supply chain. The process of distribution channels beef involves three chains, among others businessman butchers, retailers and ended in customers. There are two types of marketing channels in the distribution of the beef, they are marketing channel level 0 (zero) and channel marketing level 1 (one).

Efficiency Level Marketing, Marketing and Distribution Margin on Beef Supply Chain Based on the results of this research in the field can be seen that the value of marketing margin for each of beef cattle live on this channel Rp. 1400000.00 where this value represents the difference between the price paid by butchers with the price received by farmers, for more details can be found in table 2 as follows.

Table. 2 Margin Marketing, Distribution Margin and Top Price of Live Cattle.

No	Marketing Agency	Prices (Rp/Cattle)	DM (%)		Share (%)		
			Ski	Sbi	Price	Ski	Sbi
1.	Farmers Selling Prices	5.500.000			79,71		
2.	Cattle traders						
	a. Purchase price	5.500.000					
	b. Animal Feed	50.000		3,57			0,72
	c. Transportation	75.000		5,35			1,08
	d. Profit	1.350.000	96,42			19,56	
3.	Butcher businessman Purchase price	6.900.000					
	Marketing margin (MP)	1.400.000	96,42	8,92	79,71	19,56	1,8
			100,00%			100,00%	

Source: Primary *data after processed Year 2016*

Table 2 shows the value of the distribution margin on these channels amounted to 96.42% greater than the margin distribution fee of 8.92% of beef cattle, means that the distribution channel is advantageous. Value of the shares is part of the price received or paid by the chain. The average part of the price received by farmers is Rp 5,500,000, or 79.71% per cow, part of this price is the purchase price in the form of beef cattle calves aged 3-4 years. Share of the profits earned by 19.58% farmers, part of the fee paid farmers as costs of transportation and food by 1.8%. Value of the shares is part of the price received or paid by the

chain. Share calculation results indicate that the share price received by farmers is higher than the price received part of slaughterhouse businessman, so that farmers are not disadvantaged from distribution activities beef cattle.

Based on the calculation results in Table 2 show that distribution of the profit margin is greater in comparison distribution fee margin is 96.42%> 8.92%. Section advantage beef cattle greater than the share of costs in the form of beef cattle and feed transportation costs ie 19.58%> 1.8%. This means marketing activities is profitable for cattle traders and chain involved.

Table 3. Marketing Market, Distribution Margin and side price of beef

No	Marketing Agency	Prices (Rp/Kg)	DM (%) Ski	DM (%) Sbi	Share (%) Price	Share (%) Ski	Share (%) Sbi
1.	Butcher Businessman				95		
	Purchase price	95.000					
2.	Merchant retailers						
	a. Purchase price	95.000					
	b. Tax retribution	20		0,4			0,02
	c. Transportation	200		4			0,2
	d. Purchase price	100.000					
	e. Profit	4.780	95,60			4,78	
3.	Consumer						
	Purchase price	100.000					
Marketing Margin (MP)		5.000	95,6	4,4		4,78	0,22
			100,00%			100,00%	

Source: Primary *data after processed Year 2016*

Based on Table 3 on beef marketing margin indicates that the value of marketing margin for each kilogram of beef is Rp 5000,- Distribution of the profit margins earned by retailers amounted to Rp 4,780, or 95.60%, while the margin distribution fees paid retailers that transport costs per kilogram of meat Rp 200,00 / kg or 4%, and the fees paid market retailers for USD 20.00 / kg or 0.4%. Share value is part of the price received or paid by the chain. The average part of the price received by butchers or slaughterhouses Rp 95000.00 or 95%, part of the profit earned by retailers amounted to USD 4780.00, or 4.78%. Part dealers transportation costs paid Rp 200.00 / Kg or 0.2% while the cost of the levy for each kilogram of meat Rp 20.00 / kg or 0.2%.

Based on the calculation results in Table 3 show that the distribution of the profit margin is greater in comparison distribution fee margin is 95.6%> 4.4%. Section advantage beef is greater than on the cost of beef in the form of transportation fees and levies market is 4.78%> 0.22%. This means marketing activities beneficially for retailers and chains involved.

Efficiency market of beef

Distribution of beef products has two kinds of distribution patterns. The type of distribution channel is channel 0 (zero) level and channel 1 (one) level which is based on analysis of data taken using marketing efficiency analysis obtained the results shown in Table 4 below.

Table 4. Marketing Efficiency of beef

No.	Distribution Channel	Marketing Efficiency Value (%)
1.	Channel 0 (Zero) Level	0,00
2.	Channel 1 (One) Level	0,22

Source: Primary *data after processed Year 2016*

Based on Table 4 of the marketing efficiency of beef shows that the efficiency of the marketing channel 0 (zero) level (butchers-consumer) 0% smaller when compared to the efficiency of marketing channels one level (employers slaughterhouse - retailers - consumers) at 0, 22%. Channel 0 (zero) level. This channel is a channel type where there is no intermediary in the distribution process, while channel 1 (one) level. This channel is a channel type that uses an intermediary in the delivery of the product.

CONCLUSION AND RECOMENDATION
Conclusion

This study identified the model of the supply chain of beef, namely Chain 1: Farmers, Chain 2: Traders Cattle, Chain 3: Employers Butcher, Chain 4: Merchant Retailers, Chain 6: Consumer, where each of the chain have their respective roles. The flow patterns beef No 3 that the product flow, financial flow and

information flow, product flow flowing from the farmer to the consumer, financial flow flowing from consumers to farmers, and the flow of information flows in both directions from farmers to consumers but has not run optimally because The residual of the rest of the product.

Parties that play a dominant role in the chain of the beef is businessman slaughterhouse. Management structure describe aspects that strengthen the performance of each chain, aspects of the cooperation agreement, transaction systems, and partnerships. Distribution channels beef has two channels, namely channel level 0 and level 1. efficient channel based on the value of marketing efficiency that is on channel 0 level of 0.00%, a favorable distribution margin (Ski> Sbi) and the shared values which are appropriate to contribute given by each chain are involved. So would encourage the chain to keep doing business in accordance with its function in the beef supply chain.

Recomendation

Recommendations are proposed to form a supply chain management, its need the support from all players in the supply chain in earnest to be implemented optimally. The formation of supply chain management is able to optimize the speed of service time, creating prosperity among business operators along the supply Chain By knowing the supply chain management of beef and determine the factors, actors, objectives and scenarios that make up the supply chain management efforts are needed for further studies of attempts supply chain management through the study of the development of value added products and financial aspects as well as the study of business ethics in partnerships both in terms of farmers.

Party RPH should serve as the central governance of the supply chain of meat to enhance its role in monitoring activities to the process of buying and selling cattle life, pay attention to the feasibility of RPH both physically and management, inspection cattle slaughtering is done in accordance with

procedures and control the circulation of beef both in quantity and quality. Employers should conduct cutting meat in slaughterhouses to facilitate the control and circulation cuts of beef in the market both in quality and quantity. Butchers and retailers should do the processing of beef into other refined products so as to increase the added value and minimize losses if beef is not sold out.

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DISCUSSION FROM PARALLEL SESSION

PAPER TITLE	Analysis of Beef Supply Chain Management at Agribusiness Based Slaughterhouse in UPTD of Animal Slaughterhouse of Palu
AUTHOR	Muh Zulfadhli Prasetyo, Yulianti Kalaba, Lien Damayanti, dan Erny
DISCUSSION	
QUESTION	- No Question
ANSWER	-
SUGGESTION	- Explain more about the meaning of marketing efficiency

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