

THE ANALYSIS OF MARKETING EFFICIENCY “MELINJO” IN KEBUMEN CENTRAL JAVA



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INTRODUCTION

Melinjo belongs to the family of Gnetum being native of Tropical Asia and the Pacific. Parts of the plant being used as household or industry needs are the leaves, the rind, and the seed. According to Badan Pusat Statistik in 2014, melinjo plants were widespread throughout Indonesia with harvest width about 15.383 ha and producing 197.647 tons. Java island contributes the most among the others which are about 75% of the total amount of melinjo production in Indonesia. Melinjo produced in Central Java is the highest among other provinces which are about 20% of the total Indonesian production. One of the melinjo producer in Central Java is Kebumen (BPS, 2014).

There are several ways of marketing melinjo in Kebumen Regency, they are direct-seller farmers, emping melinjo craftsmen, from farmers sold to middlemen by “tebasan”, and from the farmers sold to the traders being so far that needs much transportation cost. Based on such situation, how much it costs, benefit, and marketing margin on each marketing channel and which of it being more efficient? The objectives of the reserach were determine the marketing channels, cost, advantage, margin, and the level of marketing efficiency melinjo in Kebumen.

RESEARCH METHOD

This research study was conducted in Kebumen Regency using purposive sampling method considering that Kebumen is the centre of melinjo in Central Java Province. The research sampling of melinjo farmers was by simple random sampling; that is 30 farmers from 146 melinjo farmers while determining traders was by snow ball. The technique of analysis used is analysis description, that is describing marketing channels of melinjo, cost, benefit, and marketing margin of melinjo as well as melinjo marketing efficiency measured by farmer's share and a ratio between marketing cost and product value.

DISCUSSION

Based on the results of research, there are seven patterns of marketing channels of melinjo at Kebumen include:

1. Farmer – Middleman – Traders – Wholesaler – Wholesaler outsiders – Retailer outsiders – Consumers
2. Farmer – Middleman – Trades - Retailer – Consumers
3. Farmer – Middleman – Trader – Wholesaler – Consumers
4. Farmer – Traders – Wholesaler - Wholesaler outsiders – Retailer outsiders – Consumers
5. Farmer – Traders – Retailer – Consumers
6. Farmer – Traders – Consumers
7. Farmer – Traders – Wholesaler – Consumers

Tabel 1. Cost and Margin Marketing on Each Marketing Channel Melinjo (Rp/kg).

Marketing Agency	Channel Marketing						
	I	II	III	IV	V	VI	VII
Middleman:							
Cost	118	118	118				
Margin	283	283	283				
Traders:							
Cost	76	76	76	114	114	110	76
Margin	1000	1000	1000	1000	1000	1000	1000
Wholesaler							
Cost	616		616	616			609
Margin	2500		2500	2500			2500
Wholesaler-Outsider							
Cost	526			526			
Margin	1400			1400			
Retailer							
Cost		1708			559		
Margin		2395			2347		
Retailer-Outsider							
Cost	40			40			
Margin	700			700			
Total Cost	1.376	902	810	1.296	673	110	685
Total Marjin	5.883	3.678	3.783	5.600	3.395	1.000	3.500

The highest marketing cost on channel I as Rp 1.376/kg because through many marketing agencies and the lowest marketing costs on channel VI as Rp 110 per kg for passing only one marketing agency, in which traders direct selling to emping melinjo craftsmen. Based on Table 1, it can be viewed that the highest margin regarding marketing melinjo being on the channel I with Rp 5.883/kg. Channel with the lowest marketing margin that is channel VI, because this channel passing only one agency thus margin spent being not as much as the others.



Table 2. Farmer's Share and Ratio Total Cost and Value Product on Each Marketing Channel (%)

Information	Marketing Channel						
	I	II	III	IV	V	VI	VII
Farmer's Share	35,4	45,7	46	38,5	51,1	75,8	50
Ratio Total Cost and Value Product	15,1	13,1	11,6	14,2	9,8	2,4	9,8

Regarding analysing marketing efficiency, marketing channel VI more efficient compared to the other channel, because highest farmer's share, there is 75.8%, and lowest cost ratio by-product value worth 2,4%.

CONCLUSION

There are seven patterns of marketing channels of melinjo in Kebumen regency and there six marketing agency are middleman, trader, wholesaler, wholesaler outsider, retailer and retailer outsider. The marketing channel I is the highest cost and margin marketing and marketing channel VI more efficient than the other channel.

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