

## ANALYSIS OF MARKETING CHANNELS AND MARKETING COSTS IN QUAIL EGG FARMING IN BOYOLALI REGENCY

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### ABSTRACT

*This study aims to determine the types of quail egg marketing channels in Boyolali Regency and determine the cost of marketing quail eggs in Boyolali Regency. This research was carried out in Boyolali Regency. The selection of breeder sample uses the purposive sample method while the sample of wholesalers, collectors, retailers and consumers uses a purposive method with predetermined criteria. There were 69 samples taken. The results showed that there are 4 marketing channels in Boyolali Regency There are four marketing channels, namely: a) zero level marketing channels: farmers and consumers. b) Level 1 marketing channels: breeders, wholesalers and consumers. c) Level 2 marketing channels: breeders, wholesalers, retailers and consumers. d) Level 3 marketing channels: breeders, wholesalers, collectors, retailers and consumers. The marketing cost in Boyolali Regency is at the zero level marketing channel, the total marketing cost is IDR3,000. The level 1 marketing channel is IDR11,606. The level 2 marketing channel is IDR9,606. The level 3 marketing channel is IDR6,060 From the results of the study, it can be concluded that the lowest marketing cost is the marketing cost on the zero marketing channel, which is IDR3,000. Low marketing costs mean that the marketing costs are marketing that effective.*

### KEYWORDS

*Marketing Channels, Marketing Cost, Quail Egg, Farming*



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### INTRODUCTION

Poultry farming is one of the businesses that are in great demand, this happens because poultry farming can be cultivated from household scale to large scale. Quail farming is part of the poultry farming business that has the potential to be developed in Indonesia. Quail is widely chosen as a livestock because of its advantage that it has a short harvest period compared to other poultry. Poultry farming is one of the businesses that are in great demand, this happens because poultry farming can be cultivated from household scale to large scale. Quail farming is part of the poultry farming business that has the potential to

be developed in Indonesia. Quail is widely chosen as a livestock because of its advantage that it has a short harvest period compared to other poultry. (BPS Boyolali, 2022).

Boyolali Regency has 578 farmers with 1,296,483 livestock. This population shows that the business of breeders in Boyolali Regency has the potential to be developed. Four sub-districts have the largest quail egg production in Boyolali Regency. Banyudono District is one of the central districts with the highest production in Boyolali Regency, which is 44,964,479 grains / year. Simo sub-district in second place has a total egg production of 38,556,049 eggs / year. Teras District and Andong District each have a production of 35,789,425 grains/year and 22,181,259 eggs/year.

The protein content in quail eggs is one of the reasons people consume quail eggs (Surjadi and Ismawati, 2019). The high interest of the public (consumers) to consume quail eggs can affect the level of demand for quail eggs, thus affecting the acceptance of farmers. It can be utilized farm to get maximum profit. The maximum profit obtained by farmers is difficult to achieve, since the marketing of quail eggs relies on wholesalers as middlemen.

The marketing of quail eggs in Boyolali Regency is heavily influenced by wholesalers. The middleman (wholesaler) is the determining party, whose decision is accepted by the breeder. (Sulfitriani, 2020). Marketing is an activity and system that is shown to plan, determine prices, promote and distribute goods that have been produced (Khofifah, 2019). The success or failure of a farm is largely determined by the marketing system and the length of the marketing channels used. The number of marketing agencies involved in marketing catfish fry will affect the amount of marketing costs. This will cause the price of a product to be expensive to consumers or the producer's profits will be small. The puIDRose of the study was to determine the types of quail egg marketing channels in Boyolali Regency and find out the cost of marketing quail eggs in Boyolali Regency.

## **RESEARCH METHODS**

This research was conducted in Boyolali sub-district. The selection of the region was based on the consideration that Boyolali Regency has the most quail egg production in the Central Java region. The number of respondents used was 69 respondents. Selection of breeder respondents using the puIDRosive sample method. Respondents of wholesalers, collectors, retailers and consumers used puIDRosive methods with criteria. The criteria for wholesalers used are living in Boyolali Regency, buying quail eggs in large quantities, having a buying and selling relationship with farmers and having been a wholesaler for approximately 2 years. The criteria for retail traders selling quail eggs in living in the Boyolali Regency area, selling quail eggs retail, and at least becoming a retail trader for approximately 2 years. The consumer criteria used are consumers who live in the Boyolali Regency area, and buy quail eggs with a minimum purchase of 20 eggs. The time for the research to be carried out is from March to June 2023. The types of data in this study are primary data and secondary data. Primary data is data obtained through direct interviews with respondents based on the list of questions (questionnaires) that have been provided. Secondary data is obtained through related institutions or agencies.

The data analysis method uses a descriptive method, that is, analyzing data that has been collected in the form of marketing channel data and marketing costs. Analyze marketing costs using the formula: The data analysis method uses a descriptive method, that is, analyzing data that has been collected in the form of marketing channel data and marketing costs. Analyze marketing costs using the formula:

$$\text{Bp: Bp1} + \text{Bp2} + \text{Bp3} + \dots + \text{Bpn}$$

Information :  
BP : Quail egg marketing costs

Bp<sub>1,2,3...n</sub> : Marketing costs of each quail egg marketing agency  
 1,2,3...n : Number of quail egg marketing agencies

## RESULT AND DISCUSSION

### Quail Egg Marketing Channel

Analysis of quail marketing channels in Boyolali District. The marketing channel consists of two systems, namely the system directly without going through intermediaries and the system through intermediaries. The marketing system without a tare role consists of producers and consumers. Sisetem Pemasaram with intermediaries consists of producers, wholesalers, collectors, retailers and consumers. based on the results of research that has been conducted in Boyolali Regency consists of four types of marketing channels, namely:

(a) Zero level marketing channels. The zero-level marketing channel is a direct marketing channel because farmers sell quail egg crops to consumers. The zero-level marketing channel can be seen in figure 1, affecting the income received by farmers due to the price difference that wholesalers give to farmers. The average price given by consumers to farmers is IDR248,571 / cardboard. Consumer demand to producers does not routinely occur every day, because farmers have made sales and purchase agreements with wholesalers.

Based on all four marketing channels. The zero marketing channel is the highest opportunity for farmers, because it is without intermediaries. This is in line with Fikri's opinion (2018) The form of direct channel is the easiest form of channel to pass without intermediaries, direct channels can increase farmers' revenue because with little marketing costs and short forms of marketing channels make farmers more able to get profits.



Figure 1 Zero Level Marketing Funne

(b) Level 1 marketing channel. Marketing channels are marketing channels that pass through one marketing intermediary can be seen from figure 2. Farmers market the harvest of quail eggs through one intermediary, namely wholesalers. The amount of price given by farmers to wholesalers is the same as in second- and third-level marketing. The price given by wholesalers to consumers is IDR261,000 / cardboard. Marketing costs on this marketing channel are charged to wholesalers. This is in accordance with Ayu's opinion (2018), that if producers cannot work alone to market their production, then they need other parties or other marketing institutions to help market the agricultural production produced, such as the terms collector, retailer, contractor and so on.

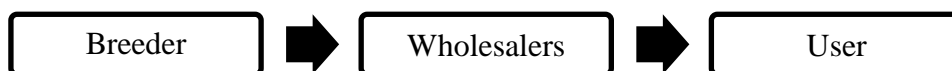


Figure 2 Level 1 Marketing Funnel

(d) Level 2 marketing channels . The level channel passes through two intermediaries so that quail eggs get to the consumer. This happens because the location of quail egg consumers is far apart, but the demand for quail eggs is increasing. This also affects the greater marketing costs and also affects the higher price of quail eggs.

Marketing channels at this level, the price given by farmers to wholesalers is the same, which is IDR230,714 / box. The price given by wholesalers to retailers is IDR257,500/box, the price given by retailers to consumers is IDR317,708/box.

Price differences that occur in each marketing channel cause Herliadi (2018) to have price differences. In line with research conducted by Hendara (Chamim Rosyidin, Sumarji, 2021) in the marketing process incurred requires different costs so that the price of the product increases.



Figure 3 Level 2 Marketing Channels

- (e) Level marketing channels 3. It can be seen in figure 4.5 that the fourth channel level is an indirect marketing system that passes through three merchant intermediaries, namely wholesalers, collectors and retailers. This indirect marketing system is carried out by traders, where farmers sell their products to wholesalers then collectors sell them to wholesalers. The wholesaler makes an offer to the collecting merchant, after which resells it to the retailer. The retailer resells to the end consumer. Based on the results of field research shows, that traders in Boyolali Regency are retailers where these traders sell quail eggs to end consumers with the aim of making a profit.

The average selling price on marketing channel 3 is at the breeder to wholesaler level of IDR230,741/box. The selling price received by the farmer is the selling price given by the wholesaler. The selling price has been agreed by the breeder with the wholesaler.

The average selling price given by wholesalers to collecting merchants is IDR245,000/box, the price includes marketing costs. The average price given by collectors with retailers is IDR260,000/box. The average selling price given by retailers with consumers is IDR317,708 / box. The number of level 3 marketing channels has a wider sales reach because there are many intermediaries in distributing products, making it easier for consumers to buy quail eggs. this is the same as the statement from Herliadi (2018) which states that every. Marketing agencies perform marketing functions. which can create uses both for form, for time and use. place so that it can make it easier for consumers to get the desired product.



Figure 4 Level 3 Marketing Channels

### **Marketing Cost Analysis**

Marketing costs are costs incurred by marketing agencies in carrying out the marketing process. Marketing costs at the marketing agency level are costs incurred by each marketing agency in distributing quail eggs from farmers to the hands of the final consumer. The costs incurred on marketing quail eggs can be seen in table 1.

Table 1 Marketing Cost Analysis in Boyolali District

Marketing Channels	Marketing Institute	Marketing Costs (IDR)
Zero Level Marketing	Breeder	0
	User	3.000
Total		3.000
Level 1 Marketing	Breeder	0
	Wholesalers	2.600
	User	3.450
Total		6.050
Level 2 Marketing	Breeder	0
	Wholesalers	2.600
	Reseller	3.556
	User	3.450
Total		9.606
Level 3 Marketing	Breeder	0
	Wholesalers	2.600
	Collecting Merchants	2.000
	Reseller	3.556
	User	3.450
Total		11.606

Source: Primary data

Based on table 1, it can be concluded that the marketing costs of quail eggs in Boyolali Regency are different for each marketing channel. Zero level marketing costs amount to IDR3,000. Level 1 marketing costs amounted to IDR11,606. Level 2 marketing costs amounted to IDR9,606. Level 3 marketing costs amounted to IDR6,050. Based on this value, it can be seen that the most effective marketing value is the zero marketing level.

Level 1 marketing costs amounted to IDR11,606. Level 2 marketing costs amounted to IDR9,606. Level 3 marketing costs amounted to IDR6,050. Based on this value, it can be seen that the most effective marketing value is the zero marketing level.

## CONCLUSION

Based on the results and discussion in this study, the conclusions that can be drawn are as follows:

- (1) There are four marketing channels in Boyolali Regency, namely: (a) Zero level marketing channels: farmers and consumers; (b) Level 1 marketing channels: breeders, wholesalers and consumers; (c) Level 2 marketing channels: breeders, wholesalers, retailers and consumers; (d) Level 3 marketing channels: ranchers, wholesalers, collectors, retailers and consumers.
- (2) Marketing costs in Boyolali Regency are at level zero marketing channels, the total marketing costs are IDR3,000. Level 1 marketing channels are IDR11,606. Level 2 marketing channels are IDR9,606. Level 3 marketing channels are IDR6,060 From the results of the study, it can be concluded that the lowest marketing costs are marketing costs on zero marketing channels, which is IDR3000. Low marketing costs mean that marketing costs are marketing costs that are effective.

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