

## Analysis Of Lempuyang Commodity Marketing Channels In Sukoharjo Regency

Rahajeng Risma Gayatri<sup>1\*</sup>, Rahmawati Setiyani<sup>2</sup>, Bimoseno Sefrian<sup>3</sup>

Agribusiness Departemen, Faculty of Sciene and Technology, Duta Bangsa University of Surakarta<sup>1,2,3</sup>

\*Correspondence Email : [rahajengrisma11@gmail.com](mailto:rahajengrisma11@gmail.com)

### ABSTRACT

*The agricultural sector in Indonesia includes various subsectors, one of which is medicinal plants. Sukoharjo Regency is one of the areas in Central Java Province that has high potential for cultivating medicinal plants, one of which is lempuyang. Lempuyang is used by some farmers and the community by selling it directly to consumers or processing it into processed products. Lempuyang cultivation has quite promising value, however obstacles in farming are also experienced by lempuyang farmers in Sukoharjo Regency, namely the relatively low income of farmers. This research aims to determine the marketing channels for lempuyang commodities in Sukoharjo Regency. This research uses descriptive analysis methods. Sampling of farmers used a probability sampling system and sample determination was carried out using the proportional sampling method using Lemeshow calculations with the results of 96 respondents. Sampling of producers, traders and consumers uses a purposive method with certain criteria. Based on research that has been carried out, it can be seen that there are four marketing channels for lempuyang in Sukoharjo Regency, namely channels I: Farmers-Traders-Consumers, channels II: Farmers-Collectors--Traders-Consumers, channels III: Farmers-Collectors--Semi-finished materials industry-Traders-Consumers, and channels IV: Farmers-Collectors--Fixed materials industry-Traders-Consumers. It is hoped that this research will enable farmers to achieve marketing efficiency and find out which channels provide the highest profits...*

### KEYWORDS

Marketing, Marketing Channels, Lempuyang



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## INTRODUCTION

The agricultural sector is an economic sector that is very important for the sustainability and welfare of society. The agricultural sector in Indonesia includes various subsectors, one of which is medicinal plants. Medicinal plants are plants where one, some or all parts of the plant contain substances or active ingredients that are useful for the health

of the body and are believed to have medicinal properties (Shodiq, 2022). Medicinal plants are often categorized as biopharmaceutical plants, which include 15 (fifteen) types of plants, one of which is lempuyang. Lempuyang is a rhizome plant that is usually used to make herbal medicine because it contains many substances and nutrients such as flavonoids, carbohydrates, protein, fiber and calcium, so people believe that this plant has many benefits for the body (Ziralno, 2020).

Sukoharjo Regency is one of the areas in Central Java Province that has high potential for cultivating medicinal plants, one of which is lempuyang. As part of a fertile area with a diversity of medicinal plants, Sukoharjo naturally has an important role as the center of the herbal medicine industry in Indonesia. Sukoharjo Regency has a tropical climate and fertile soil conditions so that it can support the development of lempuyang commodity production. Sukoharjo Regency occupies second place as the largest lempuyang production area in Central Java Province in 2022 (Central Statistics Agency, 2022). Sukoharjo Regency is a city famous for the production of traditional herbal medicine, where 80% of the people in Sukoharjo Regency are biopharmaceutical farmers, one of which is the lempuyang commodity. Lempuyang is a biopharmaceutical that is quite easy to cultivate and has a lot of interest, so many farmers are interested in cultivating this plant. However, this apparently does not guarantee the welfare of lempuyang farmers. Lempuyang farmers in Sukoharjo Regency often complain about fairly low incomes caused by production costs which tend to continue to increase (Muhammad Hafiz, 2022).

Apart from that, lempuyang farmers also still have difficulty in determining high prices due to farmers' dependence on middlemen. Low farmer income is caused by long marketing channels so there is a marketing margin. Based on this background, this research aims to determine the marketing channels for lempuyang commodities with the hope that farmers can achieve marketing efficiency and find out the channels that provide the highest profits.

## **RESEARCH METHOD**

The data used in this research is primary data which contains the identity of farmers, marketing channels, and marketing costs for lempuyang commodities in Sukoharjo Regency and secondary data which contains supporting journals to search for marketing channel theories. This research uses primary and secondary data. This location was chosen purposively considering that this location is the second largest lempuyang cultivation center in Central Java Province. Sampling of farmers used a probability sampling system and sample determination was carried out using the proportional sampling method using Lemeshow calculations with the results of 96 respondents. Sampling of producers, traders and consumers uses a purposive method with certain criteria. This research uses a descriptive analysis method, namely by tracing the marketing flow of lempuyang in Sukoharjo Regency from producers to consumers.

## **RESULT AND DISCUSSION**

According to Kotler et al. (2020), marketing is an activity to attract consumers and manage profitable relationships with consumers. Marketing channels are an interrelated business structure from the origin of the product to the final consumer. The lempuyang marketing flow in Sukoharjo Regency has several intermediaries such as collectors, producers and traders. Based on research that has been conducted, there are four types of marketing channels for lempuyang commodities, namely channel I, channel II, channel III,

and channel IV. The following is an explanation of each lempuyang marketing channel in Sukoharjo Regency.

a. Marketing Channel I

This marketing channel involves only one intermediary, namely the trader. This marketing channel only consists of three actors, namely farmers, traders and consumers as in Figure 4.1. This marketing channel starts with farmers as producers who sell lempuyang to traders at a price of one kilogram of IDR 4,000.00, then sell it back to consumers at a price of one kilogram of IDR 6,000.00.. The selling price set by farmers is determined based on the production costs that have been incurred and based on market prices.



Figure 1. Marketing Channel I

b. Marketing Channel II

This marketing channel involves two intermediary, namely collectors and traders. This marketing channel consists of four actors, namely farmers, collectors, traders and consumers as in Figure 4.2. Farmers sell directly to collectors for one kilogram of IDR 2,000.00, then collectors sell to market traders for one kilogram of IDR 4,000.00. Market traders then sell lempuyang to consumers for one kilogram of IDR 6,000.00.



Figure 2. Marketing Channel II

c. Marketing Channel III

This channel is a marketing channel that involves three intermediaries, namely collectors, industry and traders. This marketing channel consists of five actors, namely farmers, collectors, industry, traders and consumers as in Figure 4.3. Farmers sell directly to collectors at a price of IDR 2,000.00 per kilogram, Farmers sell directly to collectors at a price of IDR 2,000.00 per kilogram, then collectors sell it to industry at a price of IDR 5,000.00 per kilogram. The lempuyang industry in this channel is an industry that processes raw materials into semi-finished products. The processing of lempuyang in this marketing channel is through the cutting and drying process to produce dried lempuyang products. The dried lempuyang is then sold to market traders at a price of IDR 25,000.00, then the traders sell it to buyers at a price of IDR 35,000.00 for one kilogram.

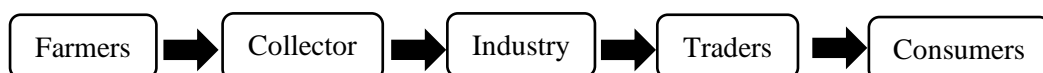


Figure 3. Marketing Channel III

d. Marketing Channel IV

This channel is a marketing channel that involves three intermediaries, namely collectors, industry and traders. This marketing channel consists of four actors, namely farmers, collectors, industry, traders and consumers as in Figure 4.4. Farmers sell directly to collectors at a price of IDR 2,000.00 per kilogram, Farmers sell directly to collectors at

a price of IDR 2,000.00 per kilogram, then collectors sell it to industry at a price of IDR 5,000.00 per kilogram. The lempuyang industry in this channel is an industry that processes raw materials into finished products. The processing of lempuyang in this marketing channel is through a grinding process to produce powdered lempuyang products. The dried lempuyang is then sold to market traders for Rp. 30,000.00, then the traders sell it to consumers for Rp. 40,000.00.

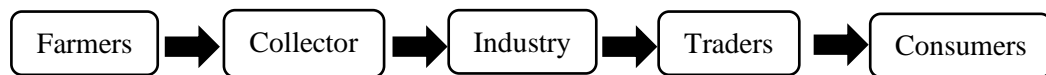


Figure 4. Marketing Channel IV

## CONCLUSION

The results of this research show that Sukoharjo district has four marketing channels. Marketing channel I involves one intermediary, namely the trader. There are four actors in the marketing flow of lempuyang in Sukoharjo Regency, namely farmers, collectors, traders and consumers. This marketing channel involves two intermediary, namely collectors and traders. This marketing channel consists of four actors, namely farmers, collectors, traders and consumers. This channel is a marketing channel that involves three intermediaries, namely collectors, industry and traders. This marketing channel consists of five actors, namely farmers, collectors, industry, traders and consumers. This channel is a marketing channel that involves three intermediaries, namely collectors, industry and traders. This marketing channel consists of four actors, namely farmers, collectors, industry, traders and consumers.

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