



## Marketing Analysis of Cloves in Jawa Sakti Hamlet, Sole Village, Huamual Belang District, West Part of Seram District

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### ABSTRACT

The research on Clove Marketing Analysis in Dusun Jawa Sakti, Sole Village, Huamual Belang District, West Seram Regency was conducted from April to May 2024. The aim was to identify the marketing channels, marketing margins, and marketing efficiency of cloves in Dusun Jawa Sakti. The population consisted of 39 respondents, and a total sample of 35 farmers, 2 collecting traders, and 2 large-scale traders was obtained using the census sampling method. The results of the study showed that: (1) there are two marketing channels in Dusun Jawa Sakti, namely: Channel I: Farmers → Large Traders → Final Consumers (12 farmers), and Channel II: Farmers → Village Collecting Traders → Large Traders → Final Consumers (23 farmers). (2) The total marketing margin in Channel I was IDR 10,000/kg, with total marketing costs of IDR 4,533.33/kg and a total marketing profit of IDR 5,466.67/kg. Meanwhile, the total margin in Channel II was IDR 15,000/kg, with total costs of IDR 4,533.33/kg and a marketing profit of IDR 10,466.67/kg. (3) The marketing of cloves in Dusun Jawa Sakti, Sole Village, was found to be efficient, as the EP value in both Channel I and Channel II was below 50%, with an EP value of 3.77%

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## INTRODUCTION

The agricultural sector contributes significantly to the Indonesian economy. This is undeniable, given Indonesia's abundant natural resources, which provide opportunities for agricultural businesses. One example is plantation crops, particularly cloves, a commodity widely cultivated by farmers and private companies. Cloves are native to Indonesia, widely used as a spicy seasoning in European cuisine and as a key ingredient in Indonesian kretek cigarettes.

According to the Center for Agricultural Data and Information Systems (2022), Indonesia is currently the largest clove producing country in the world. There are 10 (ten) provinces that are centers of clove production in Indonesia based on average clove production data from 2017-2021 (Preliminary Figures). The main center of cloves is Maluku Province with an average production of 20.73 thousand tons or contributing 15.50% per year to Indonesia. Second place is occupied by South Sulawesi with an average production of 19.73 thousand tons or contributing 14.76% per year. The average clove production in the provinces of Central Sulawesi, Southeast Sulawesi and East Java is 15.82 thousand tons, 13.48 thousand tons and 10.76 thousand tons, respectively. Meanwhile, the next five provinces have an average production below 10 thousand tons.

Maluku is one of the main regions or the spearhead of Indonesian clove supply. Therefore, Maluku is highly suitable for developing clove cultivation. Clove plantations in Maluku Province are dominated by smallholder plantations, spread across various regencies. The following are clove production centers in several Maluku regencies in Table 1.

Table 1. Clove Production Center in Maluku

No	Regency/City	Production (Tons)	Share (%)
1.	Central Maluku	9,604	46.41
2.	East Seram	4,963	23.98
3.	West Seram	3,000	14.50
4.	South Buru	2,279	11.01
5.	Other Districts	850	4.11
	Maluku	20,695	100.00

Source: Center for Agricultural Data and Information Systems, 2022

Based on Table 1, it can be seen that there are four central regencies in Maluku Province. Namely: Central Maluku Regency with a production of 9.60 thousand tons or contributing 46.41% to Central Maluku Province. The second largest clove producing regencies are East Seram Regency with a production of 4.96 thousand tons (23.98%), West Seram Regency with a production of 3.00 thousand tons (14.50%), and South Buru with a production of 2.28 thousand tons (11.01%). These four regencies contribute 95.90% to Maluku Province. Meanwhile, the other regencies only contribute 4.11% with an average production of 850 tons per year.

Jawa Sakti Hamlet is located in Sole Village, Huamual Belakang District, West Seram Regency, and is a part of Maluku Province where the majority of the population are clove farmers. Most of the clove plants planted by the farmers

have already produced (produced), while a small number are still in the process of growing. The clove plants in Jawa Sakti Hamlet produce consistently annually, but this potential must be balanced with a good marketing system, considering that clove marketing plays a crucial role in maximizing farmer income.

## LITERATURE REVIEW

The price of cloves fluctuates depending on socioeconomic conditions, such as productivity, market conditions, and other factors that influence price increases. The prevailing market conditions for cloves reflect the behavior of producers, in this case farmers and collectors/marketing institutions, regarding the cloves they sell. The price-setting process is largely controlled by collectors/marketing institutions, resulting in virtually no bargaining power between farmers and producers, in this case collectors/marketing institutions.(Suaib et al, 2018).

The market price for cloves in Dusun Jawa Sakti, requested by collectors, is around Rp 110,000/kg, with collectors even buying the stalks for Rp 3,000/kg. This price range is determined by intermediaries, who act as marketing agencies. During the price determination process, farmers only follow the prices set by traders, so there is a possibility that farmers can be manipulated by certain traders. This situation is a result of the impact on the clove marketing system. Farmers' share of the profits will increase if the clove marketing system is effective. This can be seen through marketing channels, margins, and clove marketing efficiency.

## METHODOLOGY

The study was conducted in Jawa Sakti Hamlet, Sole Village, Huamual Belakang District, West Seram Regency, over a one-month period, from April to May 2024. The study population consisted of 39 farmers and traders. The sampling method used was the Total Census Sampling.(Oktaviani & Putra, 2021). So that we get sample results where 35 farmers, 2 collectors and 2 wholesalers.

The types of data used in the research are quantitative and qualitative. By using data analysis techniques, data analysis techniques are at the process of processing data, identifying and compiling important information from the results of observations and interviews. The goal is to obtain a conclusion about the data analyzed based on the objectives to be achieved (Miles, et al, 2014). After that, to answer the following problems.

1. Descriptive analysis was used to determine the clove marketing channel. The results of this analysis are presented in the form of a clove marketing flow based on the information obtained by the researchers.
2. To calculate the marketing margin, it is the same as the difference between the price at the producer level and the price at the consumer level (Sari, 2018), so it can be formulated as follows:

$$M = Pr - Pf$$

Where :

M = Marketing margin (Rp/kg)

Pr= Price at consumer level (Rp/kg)

Pf = Price at producer level (Rp/kg)

3. To determine marketing efficiency, it can be calculated using marketing efficiency analysis (Soekartawi, 1993) with the following formula:

$$EP = \frac{\Sigma c}{p} \times 100\%$$

Where :

EP : Marketing Efficiency

$\Sigma c$  : Total Marketing Cost

P: Price at the End Consumer Level

According to Litolily in Utami et al, (2022) stated The decision rule for marketing efficiency is that if the EP value is < 50% then it is declared efficient and vice versa if the EP value is > 50% then it is declared inefficient.

## RESULTS AND DISCUSSION

### Clove Marketing System

Marketing plays a vital role in every business to meet market needs and desires, as marketing activities add value to every product produced. Marketing is generally an exchange of goods between sellers and buyers, evidenced by money (Wanuh, in Wona, et al., 2019).

The research results show that clove marketing activities carried out by farmers and traders are carried out through a two-stage buying and selling transaction process, namely dried cloves and raw cloves.

#### 1. Dried Cloves

Farmers sell cloves, which have been dried for approximately 4-5 days, to village collectors for Rp. 110,000/kg. The collectors then sell the cloves to wholesalers for Rp. 115,000/kg. The wholesalers then sell the cloves to end consumers or factories in Surabaya for Rp. 120,000/kg.

#### 2. Wet or Raw Cloves

Meanwhile, farmers sell fresh cloves for Rp 105,000/kg to village collectors. Farmers tend to sell fresh cloves more quickly due to basic needs, the economic crisis, and inadequate drying areas. Therefore, farmers sell fresh cloves more quickly than dried cloves.

### Clove Marketing Channels

A marketing channel is the path through which goods flow from farmers (producers) to intermediary traders and finally to the final consumer (factory). The clove marketing channel in Dusun Jawa Sakti involves several marketing channel institutions, namely: farmers, village collectors, wholesalers, and final consumers. The length of the marketing channel depends on the number of marketing institutions involved. This marketing channel pattern can determine the welfare of farmers because the price of cloves is determined by traders. The clove marketing channel activities in Dusun Jawa Sakti include two marketing channels:

Marketing Channel I: Farmers □ Wholesaler □ Final Consumer, Marketing Channel II: Farmers □ Village Collector Traders □ Wholesaler □ End Consumer.

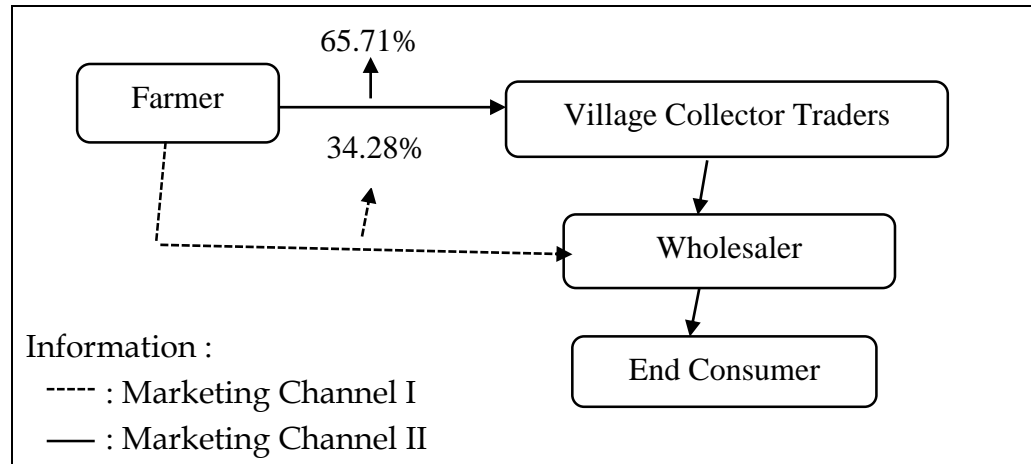


Figure 1. Marketing Channel Chart in Dusun Jawa Sakti

### 1. Marketing Channel I

In this marketing channel, farmers sell cloves to wholesalers in Ambon City, while wholesalers sell to end consumers in Surabaya. Twelve farmers, or 34.28% of the 35 farmers, use this channel. This situation is influenced by the price difference between cloves at the village collector level of Rp. 110,000/kg and wholesalers at Rp. 150,000/kg. With a selling price difference of Rp. 5,000/kg, farmers prefer to sell to wholesalers.

### 2. Marketing Channel II

In channel II, farmers sell cloves to village collectors located in the same location, then the village collectors sell to wholesalers in Ambon City and wholesalers sell to end consumers in Surabaya. Farmers who use this channel are 23 people or 65.71% of the total number of farmers of 35 people. This situation is supported by the presence of village collectors who live in the same location as the farmers, making it easier for farmers to sell their cloves and avoiding excessive transportation costs.

Based on research into marketing channels, two marketing systems exist: dry clove marketing and fresh clove marketing. In the second marketing channel, the majority of farmers trade fresh cloves more quickly than dried cloves. The reason for this earlier transaction is simply to meet daily needs, as well as inadequate drying facilities and a reliance on borrowing money from collectors before the harvest season.

### Costs, Margins and Profits of Clove Marketing

Marketing costs in this study are defined as the costs incurred by clove marketing institutions in carrying out marketing functions in an effort to market cloves from producers to consumers according to the time, value, form and price that suit consumer desires. These marketing costs are borne by the marketing institutions and also by the end consumers.

Marketing margin is the difference between the purchase price and the selling price of an item or product. The marketing margin varies across marketing institutions because each institution has different marketing activities and functions.

Marketing profit is the difference between revenue and costs incurred in carrying out marketing from the process of transferring goods to consumers or in other words the margin after deducting marketing costs.

The following is a calculation of costs, margins and profits for each marketing channel:

### 3. Marketing Channel I

The results show that the components of each marketing channel cost are borne by various institutions, namely farmers and wholesalers in Ambon City. Farmers market directly to wholesalers in Ambon City at a price of Rp. 115,000/kg, and wholesalers resell the product to end consumers at a price of Rp. 120,000/kg.

Table 2. Analysis of Cost Components, Profits and Marketing Margins of Cloves in Marketing Channel I in Dusun Jawa Sakti

No	Description	Channel I (Rp/kg)
1.	Farmer	
	Selling price	115,000
	a) Sack Fee	125
	b) Raffia Rope Cost	25
	c) Transportation costs	2,437.5
	d) Labor Costs	375
	Total Marketing Cost	2,962.5
	Margin	5,000
	Profit	2,037.5
2.	Wholesale Trader	
	Purchase price	115,000
	Selling price	120,000
	a) Sack Fee	125
	b) Raffia Rope Cost	25
	c) Labor Costs	500
	d) Labor Costs	125
	e) Transportation Costs	795.83
	Total Marketing Cost	1,570.83
	Margin	5,000
	Profit	3,429.17
3.	Selling Price to End Consumers	120,000
	Total Marketing Margin	10,000
	Total Marketing Cost	4,533.33
	Total Profit	5,466.67

Source: Processed Primary Data, 2024

Based on table 2. The total marketing cost in marketing channel I is Rp. 4,533.33/Kg, the total marketing margin in marketing channel I is Rp. 10,000/Kg and the total marketing profit in marketing channel I is Rp. 5,466.67/Kg.

#### 4. Marketing Channel II

Based on the results of marketing channel II, it shows that the components of each marketing channel cost are borne by two marketing institutions, namely village collectors and wholesalers. Farmers do not incur marketing costs because farmers only sell cloves to village collectors because they are in the same location. Marketing cost components borne by village collectors include: raffia rope costs, sack costs, transportation costs, and labor costs. Village collectors buy fresh cloves from farmers at a price of Rp. 105,000 / kg, then dried and sold to wholesalers in Ambon City at a price of Rp. 115,000 / kg. After that, wholesalers resell them to end consumers in Surabaya.

Table 3. Analysis of Cost Components, Profits and Marketing Margins of Cloves in Marketing Channel II in Dusun Jawa Sakti

No	Description	Channel II (Rp/Kg)
1.	Farmer	
	Selling price	105,000
2.	Village Collector Traders	
	Purchase price	105,000
	Selling price	115,000
	a) Raffia Rope Cost	25
	b) Sack Fee	125
	c) Transportation costs	2,437.5
	d) Labor Costs	375
	Total Marketing Cost	2,962.5
	Margin	10,000
	Profit	7,037.5
3.	Wholesaler	
	Purchase price	115,000
	Selling price	120,000
	a) Sack Fee	125
	b) Ra fia Rope Cost	25
	c) Labor costs	500
	d) Labor Costs	125
	e) Transportation Costs	795.83
	Total Marketing Cost	1,570.83
	Margin	5,000
	Profit	3,429.17
4.	Selling Price to End Consumers	120,000

Total Marketing Margin	15,000
Total Marketing Cost	4,533.33
Total Profit	10,466.67

Source: Processed Primary Data, 2024

Based on table 3. The total cost in marketing channel II is IDR 4,533.33/Kg with a margin in marketing channel II of IDR 15,000/Kg and a profit in marketing channel II of IDR 10,466.67/Kg.

**Clove Marketing Efficiency**

Marketing efficiency is the ratio of marketing costs to the price level for end consumers. Marketing efficiency is crucial because if marketing channels operate effectively and efficiently, farmers, marketing institutions, and end consumers will mutually benefit. The comparison will reveal the more efficient marketing institution and the costs incurred during the marketing process. The efficiency of the two marketing channels can be seen in Table 3.

Table 4. Clove Marketing Efficiency

No	Marketing channels	Total Marketing Cost (Rp/Kg)	Price at the Final Consumer Level (Rp/Kg)	EP (%)
1.	I	4,533.33	120,000	3.77
2.	II	4,533.33	120,000	3.77

Source: Processed Primary Data, 2024

Based on table 4, it can be seen that the EP value in marketing channel I and marketing channel II is considered the same, namely 3.77%. This is because the total marketing costs in marketing channel I and marketing channel II are considered the same, namely Rp. 4,533.33/Kg and the price at the end consumer level in both marketing channels is Rp. 120,000/Kg. So, if seen in the table above, the clove marketing channel in Jawa Sakti Hamlet, Soleh Village, Huamual Belakang District, West Seram Regency is already efficient. Because the EP value of the two marketing channels is less than 50% with an EP value of 3.77%. This is in accordance with Litolily's statement in Utami et al, (2022) stated The decision rule for marketing efficiency is that if the EP value is < 50% then it is declared efficient and vice versa if the EP value is > 50% then it is declared inefficient.

Table 5. Analysis of Cost Components, Profits and Marketing Margins of Cloves in Marketing Channel I in Dusun Jawa Sakti

No	Description	Channel I (Rp/kg)
1.	Farmer	
	Selling price	115,000
	e) Sack Fee	125
	f) Raffia Rope Cost	25
	g) Transportation costs	2,437.5
	h) Labor Costs	375
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2.	Wholesale Trader	
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	f) Sack Fee	125
	g) Raffia Rope Cost	25
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	Profit	3,429.17
3.	Selling Price to End Consumers	120,000
	Total Marketing Margin	10,000
	Total Marketing Cost	4,533.33
	Total Profit	5,466.67

Table 6. Analysis of Cost Components, Profits and Marketing Margins of Cloves in Marketing Channel II in Dusun Jawa Sakti

No	Description	Channel II (Rp/Kg)
1.	Farmer	
	Selling price	105,000
2.	Village Collector Traders	
	Purchase price	105,000
	Selling price	115,000
	e) Raffia Rope Cost	25
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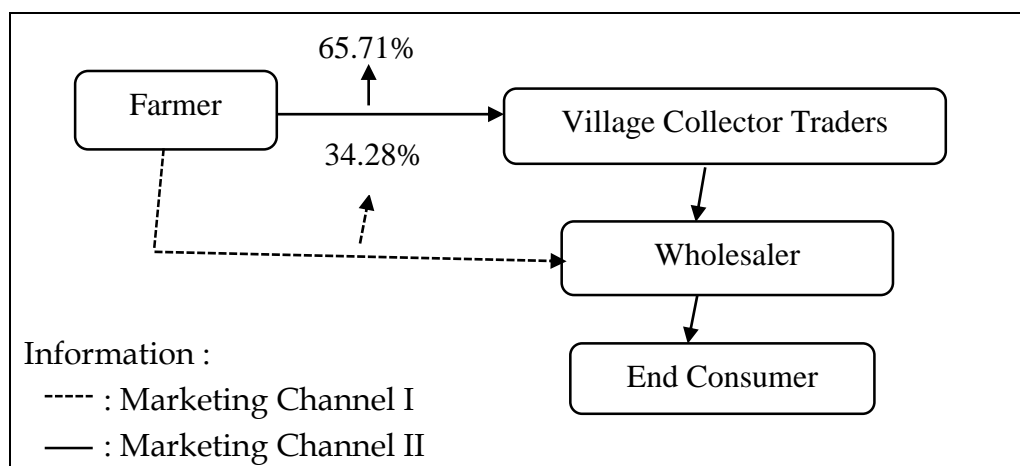


Figure 2. Marketing Channel Chart in Dusun Jawa Sakti

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### 2. Marketing Channel II

In channel II, farmers sell cloves to village collectors located in the same location, then the village collectors sell to wholesalers in Ambon City and wholesalers sell to end consumers in Surabaya. Farmers who use this channel are 23 people or 65.71% of the total number of farmers of 35 people. This situation is supported by the presence of village collectors who live in the same location as the farmers, making it easier for farmers to sell their cloves and avoiding excessive transportation costs.

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### **Clove Marketing Efficiency**

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## CONCLUSION AND RECOMMENDATION

Based on the results of the discussion of this research conducted in Jawa Sakti Hamlet, Sole Village, Huamual Belakang District, West Seram Regency, the following conclusions are drawn:

1. Clove marketing activities that occur in Dusun Jawa Sakti have two marketing channels, namely:
  - a. Channel I: Farmers → Wholesaler → End Consumer.
  - b. Channel II: Farmers → Village Collector Traders → Wholesaler → End Consumer.
2. The total marketing margin in marketing channel I is Rp. 10,000/Kg, with a total marketing cost of Rp. 4,533.33/Kg, and a total marketing profit of Rp. 5,466.67/Kg. While the total margin in marketing channel II is Rp. 15,000/Kg with a total cost of Rp. 4,533.33/Kg and a marketing profit of Rp. 10,466.67/Kg.
3. The efficiency of clove marketing in Jawa Sakti Hamlet, Sole Village, Huamual Belakang District, West Seram Regency, is already efficient. Both marketing channels I and II have an EP value of less than 50%, with an EP value of 3.77%. This is consistent with Litololy's statement in Utami et al, (2022) stated The decision rule for marketing efficiency is that if the EP value is < 50% then it is declared efficient and vice versa if the EP value is > 50% then it is declared inefficient.

## FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic Marketing Analysis of Cloves in Jawa Sakti Hamlet, Sole Village, Huamual Belagang District, West Part of Seram District in order to improve this research and add insight for readers.

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