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Nutmeg Marketing in Murnaten Village, Taniwel District, West Seram Regency

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ABSTRACT

Nutmeg is one of the important agricultural commodities. Nutmeg products such as nutmeg seeds and mace are one of the types of spices native to Indonesia. This type of spice has a distinctive aroma and is beneficial for health, cosmetics and cooking spices. Maluku Province is one of the provinces where this nutmeg commodity Most farmers in Maluku make it as one of their main livelihoods. The country of murnaten is one of the areas in Maluku Province, Taniwel District, West Seram Regency where the livelihood of the people depends on the agricultural sector, namely the nutmeg commodity. The product of the nutmeg commodity day is in the form of nutmeg seeds which are always used as one of the sources of family income. The purpose of this study is to determine the marketing channels and margins of nutmeg marketing in Murnaten Village, Taniwel District, West Seram Regency. The method used is the survey method. A large sample of farmers was obtained using the slovin formula so that 23 farmers who cultivate nutmeg commodities and 7 traders involved in the marketing of nutmeg products were obtained. Descriptively analyze the data to see marketing channels and marketing margin analysis. The results of the study show that the marketing channels for nutmeg in Murnateng village are farmers, village collectors, district collectors -- provincial collectors and exporters. In Surabaya. The large marketing margin of nutmeg in Murnaten village, Taniwel sub-district, western Seram Regency is Rp 20,000 / kg. with a total cost of Rp.15,000/kg and a profit of Rp.35,000/kg. The efficiency of nutmeg marketing in Murnaten village, Taniwel District, Seram regency in the western part of Maluku Province is 15%, so it can be said to be efficient

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INTRODUCTION

Indonesia is an archipelagic country that has a tropical and agricultural climate, therefore most of the Indonesian population has a livelihood in the agricultural sector (Santoso et al., 2024). The agricultural sector is one of the bases of economic growth, both now and in the future. One of the strategic agricultural subsectors is the plantation subsector, which aims to increase people's income, state foreign exchange, and provide jobs. The development of the plantation subsector reflects its significant contribution to the national Gross Domestic Product (GDP).

Maluku Province, as an archipelago with a land area that supports agriculture, has great potential in the plantation subsector, especially nutmeg production. Based on data from the Ministry of Agriculture (2022), Indonesia's nutmeg production in 2021 reached 40,639 tons from various types of plantations. The government and business actors continue to encourage nutmeg development through area expansion, productivity increase, and the application of appropriate technology as part of sustainable agricultural development policies.

Data from the Central Statistics Agency shows a significant increase in the area and national nutmeg production from 65,275 ha with 6,062 tons in 2021 to 265,729 ha and 44,596 tons in 2023. This illustrates the ongoing efforts to expand land and improve production efficiency. At the Maluku Province level, the highest nutmeg production is in Central Maluku with an increase in production from 2,515.78 tons (2021) to 2,295.45 tons (2023) and a significant increase in land area. Several other regions also showed a trend of production growth albeit with varying values.

Murnaten Country, located in Taniwel District, West Seram Regency, is one of the areas whose economy is highly dependent on nutmeg plants. Most of the people are nutmeg farmers who sell their crops directly or after drying. Nutmeg production in Taniwel District has increased from 725 tons in 2021 to 1,500 tons in 2023 (Murnaten village monograph 2024) showing a positive growth trend. The selling price of dried nutmeg in Murnaten is quite competitive, which is around Rp 65,000/kg, although it is still lower than the price in Ambon. However, limited access to transportation and long travel time to the district center make farmers prefer to sell to local traders. This causes uncertainty in the marketing system and profit margins for farmers. The problem of access to price information, limited transportation facilities, and a marketing system that is not optimal, it is necessary to conduct research related to the nutmeg marketing system in Murnaten, Taniwel District, West Seram Regency.

Based on the previous background description, the problem in this study is how the nutmeg marketing channel in Murnaten Village, Taniwel District, West Seram Regency and how the nutmeg marketing margin in Murnaten Village, Taniwel District, West Seram Regency. Therefore, the objectives of this study are (1) to find out the marketing channels of nutmeg in Murnaten Village, Taniwel District, West Seram Regency. (2) to find out the nutmeg marketing margin in Murnaten Village, Taniwel District, West Seram Regency.

LITERATURE REVIEW

A marketing system is a series of structured activities that aim to achieve business success through the process of delivering products or services from producers to consumers. According to Kurtz (2021), a marketing strategy is an overall company program that sets a target market while satisfying consumers by forming a combination of marketing mix elements, namely products, distribution, promotions, and prices.

The success or failure of a marketing system for a commodity can be seen from the analysis of margin marketing channels and marketing efficiency Marketing margins vary depending on the pattern of distribution channels used, whether long, medium, or short because they are influenced by the number of marketing institutions and the level of profit desired by each institution (Downey and Erickson, 2002).

Marketing efficiency itself in economics refers to the concept of optimal use of resources in the production and distribution process of goods or services. Hasyim (2012) explained that marketing efficiency can be measured through the analysis of market structure, market participant behavior, and overall market conditions, which is a benchmark for the effectiveness of the marketing system.

In the context of the products marketed, nutmeg is a versatile plant that has various benefits for the wider community. Every part of nutmeg can be widely utilized in various industries, so nutmeg products can be sold in a variety of forms, such as fresh nutmeg, wet nutmeg seeds, dried nutmeg, and mace (nutmeg flowers). In addition, nutmeg can also be processed into various derivative products, such as food, beverages, essential oils, and other products that increase the economic value of this plant (Nitami, 2021).

METHOD

Research Location and Time

This research Implemented in Murnaten Village, Taniwel District, West Seram Regency which took place from April to July 2025. The selection of the research location was carried out deliberately (*Purposive*) taking into account that in Murnaten Village there are people who work as nutmeg farmers, to earn income for their survival. The research method used is the survey method and direct observation in the field.

Sample Extraction Population

The population in this study is nutmeg farmers in Murnaten Village which totals 372 people. In this study, sampling was carried out using the Census, where all nutmeg farmers can be sampled. Number of samples taken in research This is obtained through calculation using the Slovin Formula as follows:

$$= \frac{N}{1 + N(e)^2}$$

Information:
n = number of samples taken
N = number of heads of households (population)
e = Critical Value (20% error rate) Calculation result:

$$n = \frac{372}{1 + 372(0{,}2)^2} = \frac{372}{15{,}88} = 23$$

Data Types and Sources

The source of data carried out in this study is by using primary and secondary data, Primary data is data obtained directly from respondents related to the problem to be researched with the help of a questionnaire. Secondary data is data obtained through agencies related to this research such as village offices, relevant theories from the literature and the work of previous researchers related to the problem being studied.

Data Collection Methods

In this study, there are several methods that can be used to collect data. As stated (purnomo, 2010) in Hermawan, (2019), data collection can be done through observation, interviews, questionnaires, and documentation.

Data Analysis Techniques

The data analysis techniques used in this study are marketing channel analysis analysis and marketing margin analysis. The data collected in the field is processed in a simple tabulation and then analyzed descriptively. To answer the first research objective, the nutmeg marketing channel is used which will be analyzed qualitatively, descriptively, while to answer the second objective, the nutmeg marketing margin is analyzed quantitatively.

To calculate the marketing margin, use the following formula:

$$M = Hp - Hb$$

Where:
M = Marketing agency margin
Hp = Selling price (Rp/Kg)
Hb = Purchase price (Rp/Kg)

To determine the margin for each marketing agency, use the following formula:

$$M_t = M_1 + M_2 + \ldots\ldots + M_n$$

Where:
M_t = Marketing agency margin
M_1 = Marketing channel 1 margin
M_2 = Marketing channel 2 margin
M_n = Marketing channel n margin

Nutmeg marketing margins are analyzed quantitatively using the marketing margin. According to Hanafie (2010), the marketing margin is the difference between the price paid by the end consumer and the price received by the producer, which is formulated as follows:

$$M = Pr - Pf$$

Where:
M = Marketing margin
Pr = Prices at the retailer level
Pf = Price at the farmer level

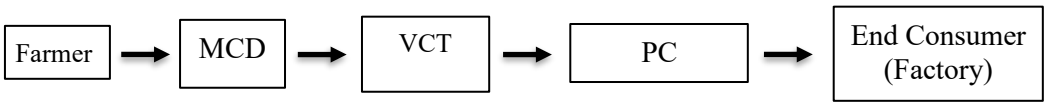
RESULTS AND DISCUSSION

Taniwel is one of the sub-districts in the Western part of Seram Regency, Maluku Province, the area of Taniwel District is about 73 km from the capital of the Regency to the northeast. The center of government is in Taniwel Village.Taniwel is the largest sub-district in West Seram.

Murnaten Village is located on the coast, between the highlands and the lowlands, in Taniwel District, West Seram Regency. Administratively, this village is included in the West Seram Regency. The area of Murnaten Village is around 15,650.8 hectares. Seram Island itself is located to the north of Ambon Island, the capital of Maluku Province

Nutmeg Marketing Channel Analysis

The nutmeg marketing channel is a relationship between nutmeg marketing institutions that are involved and interrelated in distributing nutmeg products ranging from farmers (producers) to end consumers. The goals and relationships between institutions and different marketing institutions will result in different cross-product flows (Nitami & Fariyanti, 2023). Based on the results of the analysis of nutmeg marketing channels in Murnaten village, Taniwel District, it can be described as follows:



Note: PPD = Village Collector Trader
PPK = Merchant Collector of the District
PP = Provincial Collector

Figure 1. Nutmeg Marketing Channel in Taniwel Village, West Seram Regency

Respondents Nutmeg farmers sell their nutmeg production in the form of nutmeg seeds, there is also mace, but in this study only nutmeg seeds are seen., nutmeg seeds are sold in the form of nutmeg seeds that no longer have a shell. All respondents in marketing nutmeg seeds use the above channels, namely farmers, village collector traders, district collector traders, provincial collector traders. The selling price received from village collector traders is Rp. 65,000/kg, the purchase of products at the village collector trader level does not use quality. Marketing is carried out by the respondent farmer delivering his crops directly to the VCT place, after drying/drying. So that VCT does not carry out these activities. The average sales from each farmer is 10 kg per sale. In one year, farmers sell nutmeg seeds 3 times, according to the nutmeg harvest season According to Lawalata (2019), farmers tend to sell nutmeg products to VCT when the amount they harvest is less than 10 kilograms for seed and mace commodities. During the harvest season, nutmeg production is usually low, while farmers still have to meet their daily needs. Therefore, farmers prefer to sell their crops to VCT. The nutmeg products that have been purchased by VCT are then stored in warehouses and will only be sold when the quantity has met the demand of PPK and PC after sufficient quantity. VCT sells its nutmeg seeds to district collectors (PPK) at a selling price of Rp. 70,000 /Kg and MCD sells to PC at a price of Rp. 80,000 /kg and PC sells to Exporters in Surabaya at a price of Rp. 100,000 / kg. after first sorting the whole nutmeg seeds and the broken nutmeg.

Marketing Margins

The marketing margin is the difference between the price received by consumers and the price received by farmers.

Table 1. Margins of Nutmeg Seed Marketing in Murnaten Village

Marketing Agencies	Price (Rp/Kg)	Share Margin (%)
1. Nutmeg farmer		
Selling Price	65.000	65 %
Marketing Cost:		
Packaging (sack & Strap)	600	
Total Marketing Costs Advantage	600 64,400	0,06
2. Collector Trader Village		
Purchase Price	65.000	65 %
Marketing Cost:		
Sack	600	
Pickled labor	1.000	
Transportation	1.400	
Total Marketing Costs	3.000	3 %
Selling Price	70.000	70 %
Margin	5000	5 %

Advantage	3000	3 %
3. **Collector Trader regency**		
Purchase Price	70.000	70%
Marketing Costs Sack Labor (Labor) Storage Transportation	 600 1100 500 1700	
Total Cost	3300	3,3 %
Selling Price	80.000	80%
Margin Advantage	10.000 7700	10% 7%
4. Collector Trader Province		
Purchase Price	80000	80%
Marketing Costs		
Workforce	1000	
Packaging	600	
Storage	500	
Laborer	1000	
Transportation	3000	
Unloading	2000	
Total cost	8100	8,1 %
Selling Price	100.000	100 %
Margin	20.000	20 %
Advantage	11900	11,9 %
5.Exporter		
Purchase Price	100.000	100 %
Total Cost	15,000	15 %
Total Margin	35.000	35 %
Total Profit	20.000	20 %

Source: Data in 2025

Based on the table above, it can be seen that the total cost of marketing nutmeg seeds is Rp. 15,000/kg, the total profit is Rp. 35,000-/kg so that the margin is Rp. 20,000.0/kg. farm share at the farmer level is 65%, at the level of the district collector trader is 70%. Farm share at the collector level is greater because of the costs incurred by wholesalers compared to the costs incurred by farmers.

Marketing Efficiency

To find out if the marketing system is carried out on the marketing channel. Efficiency is a measure of success in terms of the number of resources or costs to achieve the results of the activities carried out. According to Rizal (2018) there are 2 factors that greatly determine whether or not a marketing channel is efficient, including marketing profit and selling price/kg, Marketing efficiency when viewed from cost and selling price, then marketing efficiency is a comparison between the overall cost in each marketing channel and the price at the final level (marketing institution) of each marketing channel. The smaller the percentage of marketing costs obtained, the more efficient the marketing activity is said. The marketing activities of a marketing channel are said to be efficient if the total marketing cost < 50% of the final price in each marketing channel. The total marketing cost of nutmeg is Rp.15,000/kg with the selling price at the exporter level of Rp/100.000.kg then the efficiency of nutmeg marketing in Murnaten village. by 15 %. So it can be said that nutmeg marketing in Murnaten village is efficient. This is in line with the opinion of Litiloly (2021) *in* Utami, *et al.,* (2022). The smaller the percentage value produced, the more efficient the marketing activities will be and According to Roesmawati (2011) marketing can be said that if the EP is 0 - 33 percent, then the marketing system is efficient.

CONCLUSION

From the results of the research carried out, it can be concluded as follows:

1. The nutmeg marketing channel in Murnaten Village consists of several marketing institutions, namely farmers, middle collector dealers (MCD), village collector dealers (VCD), wholesalers (PC), and exporters. This marketing channel shows the division of marketing functions, namely the collection, storage, transportation, and distribution of nutmeg to the final market.
2. The Nutmeg Marketing Margin in Murnaten village is Rp. 20.000, - /kg and efficient nutmeg marketing in Murnaten village is reviewed from the marketing costs and prices at the final level, then the marketing efficiency in Murnaten village, Taniwel District, Seram Regency, Western part of Maluku province is 15%, this indicates that nutmeg marketing in Murnaten village is efficient because it is smaller than 50%.

SUGGESTION

Based on the research results, it is recommended that nutmeg farmers in Murnaten Village improve post-harvest quality to increase their potential. Further research is recommended to further examine alternative marketing channels and other marketing indicators to obtain a more comprehensive picture of the nutmeg marketing system.

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