

<https://doi.org/10.48047/AFJBS.6.14.2024.11880-11894>



African Journal of Biological Sciences

Journal homepage: <http://www.afjbs.com>



Research Paper

Open Access

## Gender in Cattle Cultivation and Marketing in Bali

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Volume 6, Issue 14, 2024

Submitted :15 Jan 2024

Revised :10 may 2024

Accepted: 20 July 2024

Published: 04 Sep 2024

doi: [10.48047/AFJBS.6.14.2024.11880-11894](https://doi.org/10.48047/AFJBS.6.14.2024.11880-11894)

### Abstract

Gender in raising cattle, especially in Bali, shows that men and women play different but complementary roles in raising livestock. Supported by the condition of Bali which adheres to a patrilineal ideology where men are the highest decision-holders and heirs to the descendants. This research aims to determine gender in Bali cattle cultivation, reasons for marketing cattle and the cattle marketing system in livestock groups that have buying and selling sections. This research is exploratory research through surveys and a combination of qualitative and quantitative. This research was conducted on cattle breeders in Badung Regency, who had previously sold cattle. The research location was chosen deliberately (*purposive sampling*). The research instrument or measuring tool used as an interview guide to help obtain answers from respondents is a structured and closed questionnaire complete with open questions. The research results show that 95% of the gender in Bali cattle cultivation is male. The reason why farmers market their cattle is because of children's school fees and the marketing system tends to allow farmers to sell their cattle accompanied by the buying and selling section.

**Keywords:**Bali cattle,cultivation,gender,livestock,marketing

## **Introduction**

Bali is one of the Bali cattle breeding centres. Bali cattle are superior cattle native to Indonesia and are a source of meat and seeds. The gender aspect of raising livestock, especially in Bali, shows that men and women play different but complementary roles in raising livestock. Supported by Balinese conditions which adhere to a patrilineal ideology where men are the highest decision-holders and as heirs to the descendants. Men show a greater preference for and are more involved – in terms of decision-making and taking responsibility – with large livestock where income is the main motive for raising livestock, and performing tasks that are outdoor and/or require considerable technical knowledge. Women prefer and have greater control over small livestock, make most decisions regarding the consumption of livestock products, and perform routine tasks at home. However, there are several cases where men and women cross gender boundaries, for example when there are no workers of the opposite gender in the household, or as a strategy to control the benefits obtained from livestock, and making processed livestock products is one's job. Woman. In terms of livelihood outcomes, women's role in raising livestock is more directed at improving nutritional status and household food security, while men's role is more driven by personal gain, to increase household assets.

Marketing is the final result of the livestock-rearing process. More efficient marketing will be able to provide higher prices for breeders. Thus, a more efficient marketing system absolutely must be considered, so that cattle farming is able to provide additional higher income for farmers. This increase in income will encourage them to raise larger numbers of cows. Apart from that, it will encourage farmers to carry out better maintenance so that they can improve the quality of the cows produced. This will indirectly increase the cattle population in Bali as desired by the government. The weak economic conditions due to the crisis hitting the world, including the livestock sector, have resulted in many breeders having to sell their beloved livestock to meet their daily needs.

Facts on the ground show that the income earned by farmers is currently still far from expectations. The price received by farmers is still relatively very low, so the farmer's share is also low. According to research results [1], breeders only receive a share of around 63-69% of the price from the final consumer. If we look at the benefits, cattle farming does not provide adequate profits if we take into account all the sacrifices incurred [2]. The results of the financial analysis of the cattle fattening business carried out show that cattle in Bali do not provide adequate profits for them, but are detrimental if all the sacrifices of farmers in production are calculated in money (including the costs of seeds, forage, concentrate feed, medicines, labour work, land rent, and depreciation), [3].

Such business conditions cause a weak bargaining position for farmers in the Bali cattle marketing system and are often exploited by cattle traders/dealers/middlemen/buyers,[4]. Efforts made to increase the income of livestock farmers require effective ways to improve the marketing system; [5]. One effort to improve the Bali cattle marketing system is to change the mindset of livestock farmers [6]. Raising Bali cattle is not only a means of saving but more of a business with a steady income every month. To further strengthen their bargaining position, livestock farmers must be included in an institution that coordinates livestock farmers as an upstream force, especially in competition with organizations of cattle buyers/traders [7]. The selling price of Bali cattle by livestock farmers needs to be increased by cutting the sales channels for Bali cattle so that marketing cost efficiency can be achieved. Based on the problems that have been presented, it is necessary to know the marketing of cattle and the factors that cause cattle sales, as well as the involvement of women in the process of raising cattle.

## **Research Method**

This research is exploratory research through a survey which is designed as explanatory research design because it intends to explain the relationship between independent variables and dependent variables [8]. This research is a combination of qualitative and quantitative with the main approach used in solving problems in this research being the quantitative approach, the quantitative approach is a systems approach, where this approach is in accordance with reality (real system), [9].

This research was conducted on Nandini cattle breeders in Kuwum Badung Village, Bali, who had previously sold cattle. The research location was chosen deliberately (purposive sampling). This research was carried out from January to May 2024.

The type of data used in this research is Qualitative Data: This data includes ideas, views and problems faced by Balinese cattle breeders in Bali in terms of marketing, as well as views and ideas from cattle traders, buyers and the government (Provincial Department of Agriculture and Food Crops Bali) and Quantitative Data: This data is in the form of the selling price of the cow, the age at which the cow is sold, to whom it is sold and the reason the farmer sells the cow.

The data sources used in this research are primary data used in this research obtained directly at the research location using interview methods at cattle farms, experts, and the government and cattle marketing actors using instruments in the form of questionnaires or lists of questions prepared previously in accordance with the research objectives. Secondary data used in this research comes from recording data, costs and production of cattle in Bali. The data analysis used is descriptive statistics, namely percentages.

## **Results and Discussion**

### **Gender in Cattle Cultivation**

Gender in cattle cultivation in Bali shows that men and women play different but complementary roles in raising livestock. The results of research in two livestock groups show that in the Nandini livestock group, 100% of those raising cows are men, while in the Karang Ayu livestock group, 90% are men and only 10% are raised by women, this is supported by the condition of Bali which adheres to the Islamic ideology of patrilineal where the man is the highest decision holder and the heir to the lineage. Men show a greater preference for and are more involved – in terms of decision-making and taking responsibility – with large livestock where income is the main motive for raising livestock and performing tasks that are outdoor and/or require considerable technical knowledge. Women prefer and have greater control over small livestock, make most decisions regarding the consumption of livestock products, and perform routine tasks at home.

### **Reasons for Marketing Cattle**

Approaching the new school year, the need for living costs is increasing day by day, including children's school costs, especially equipment for taking online lessons as well as purchasing quota, ceremony costs, house repair costs and daily consumption costs. In order to survive, only the agricultural sector is able to support the lives of farmers, which resulted in respondents selling their cows. Of the 100 respondents interviewed, 40% stated that the reason farmers sold cattle was because they needed school fees for their children, especially purchasing laptops and installing WiFi as well as purchasing quotas so they could continue studying, even though the government has waived the mandatory 9-year school fees. The main reason respondents sold cattle was

dominated by school fees at 40%.

This is due to the awareness of respondents to send their children to a higher level of education and children need equipment such as laptops, wifi and quota so that the sons and daughters of farmers can take part in learning and find out a lot of information from Mr Google. The second reason is that daily consumption costs are 36%, a high percentage of livestock farmers' daily needs costs due to the increasing price of necessities, especially rice, which is followed by the difficulty of finding gas for cooking.

Human life requires costs, as long as no income or livelihood can support human life, humans will sell all their assets to survive, [10, 11, 12, 13]. The third reason that encourages farmers to sell their livestock is the cost of the ceremony. Traditional ceremonies in Bali are very often carried out, including celebrations of the *Galungan*, *Kuningan*, *Piodalan* holidays at environmental temples such as *Pura Puseh*, *Pura Desa* and *Pura Dalem*, *Saka (Nyepi)* new year celebrations, weddings and others. All traditional ceremonies in Bali require large costs so that cows that could still be kept to be more mature and more expensive are forced to be sold to get the necessary funds. Traditional ceremonies in Bali require high costs. To support these costs, farmers usually sell their livestock. The livestock most often used as savings that can be sold at any time are cattle [14, 15, 16, 17]. The fourth reason is because the cost of treatment is 10%. This is because all breeders want to live healthy and avoid all diseases which are common in June, the transition season, so breeders provide funds to buy vitamins. Another reason for selling cows is because of the 6% house repair costs required. Traditional houses in Bali which are made of wood, are rarely touched for repairs, because Balinese houses are very resistant to earthquakes and are made open, so there is no need to paint, just wipe the wood.

### Table 1

### The Reasons for Selling Cattle

No.		Total (orang)	Percentage (%)
1	Children's School Fees	40	40.00
2	Traditional Ceremony Fees	10	10.00
3	Home Repair Costs	6	6.00
4	Cost of treatment	8	8.00
5	Daily consumption costs	36	36.00
TOTAL		100	100

### Cattle Marketing System in Bali

Marketing is the spearhead of the success of a business and is one of the links in the livestock agribusiness system which has an important role in the development of commercial businesses. According to [18], the main reason for respondents is that with good marketing management, companies are able to organize and plan all activities that will and must be carried out in an effort to meet market demand and increase customer satisfaction so that they can increase sales, profits and business development efforts. Based on the results of research that has been carried out, it was found that cattle marketing carried out by respondent farmers has not been managed well. The majority of breeders are still focused on the production sector (on farms) and have not thought about the opportunities that exist to enter the market directly.

Cattle marketing is mostly done at the barn location. Buyers are usually traders (Belantik) who buy cattle to resell to animal markets or butchers. The selling price of cattle is determined by the buyer, but in general, breeders have obtained

previous price information from other breeders who have previously sold or from buyers. Sales of Bali cattle are carried out using a branch system / without weighing. Cattle are sold at a certain age depending on the farmer's needs. The selling price of cattle is greatly influenced by gender, age, body weight and animal health or the condition of the cow (performance).

At the time the research was carried out, breeders needed money for holidays and to send their children to school, so cows that could still be kept had to be sold. The price of cattle is greatly influenced by the body condition of the cattle, fatter ones usually have a higher price. The selling price in the cage has quite a big difference compared to the selling price in the animal market, namely ranging from IDR 500,000 to IDR 1,500,000 per head of livestock. This is because selling to the animal market requires a fee to rent a vehicle from the pen to the animal market IDR. 250,000,- it depends on how close the cage is to the animal market. This price difference has not been able to motivate farmers to sell their livestock directly to the animal market. This is caused by breeders' fear of the risk if their livestock is not sold (87.96%) because, for breeders who do not know the market terrain, it is very difficult to sell livestock in the animal market, especially among buyers who have very close groups or relationships. It is the buyers who determine the price. Farmers feel comfortable and easy selling in the pen (7.87%) because the risk of livestock stress and livestock injury is very high (figure 1), [19] in addition to the fairly far distance to the animal market, limited transportation and fear of being manipulated by traders in the animal market (4.17%).





**Figure 1. The Cow being loaded onto the pick-up**

This fear of risk is caused by the farmer's lack of entrepreneurial spirit so he always feels comfortable with the existing conditions. The difference in selling prices for males and females is very large because breeders prefer to keep bulls, and the capital invested by breeders turns over quickly. Male calves kept for 1 - 2 years can be resold at a fairly high price, especially as breeders can predict that when they sell their cows during Eid al-Fitr or Eid al-Adha the price they will get will be much higher.

### **Current Marketing Channels Research**

Marketing channels are marketing activities that try to expedite and facilitate the delivery of goods and services from producers (cattle-producing breeders) to livestock consumers. Cattle marketing in Bali is still largely controlled by buyers. This is caused by various limitations that breeders have, including a lack of capital, and a low level of breeder knowledge in the marketing process. Based on the results of direct observation of transactions, cattle marketing in Bali has several marketing channels involving several marketing institutions, namely breeders, buyers and animal markets.

The cattle marketing process in the Nandini livestock group begins with the sale of cattle by breeders through the buying and selling section, namely Mr. I Ketut Sada and I Nyoman Yuda who are marketing assistants in Nandini's livestock group. Farmers who want to sell their cattle will receive supervision from the buying and selling section livestock in that group, whatever price is agreed between the seller and buyer, that is the price accepted by farmers. This is because the Nandini livestock group created a sales and purchase section to assist breeders in selling their livestock so that Belantik does not manipulate them. Those sitting in this section are breeders who come from that village and are involved in selling cattle. The management that was formed is committed to *ngayah* for the group for the welfare of the group, in accordance with the vision of the formation of this group. Besides that, the quite varied human resources of breeders are needed by marketing actors.

So, in this channel, there are no intermediary traders. This marketing channel means cattle from breeders are sold directly to final consumers. This marketing channel model is a direct marketing channel, where there are no middlemen involved in the marketing channel. This is in accordance with the opinion of [20], which states that in principle the direct marketing channel is marketing aimed at final consumers without the presence of intermediary traders. generally carried out at the production site/cage, where consumers/buyers/butchers go directly to the breeder at the pen.

Here, the buyers are skilled at playing with prices. The price of cattle here is greatly influenced by whether or not the farmer is smart in bargaining. The smarter you bargain, the cheaper the price. Of course, as cheap as possible the price of cattle in the animal market has taken into account the capital price and costs incurred during the marketing process such as transportation costs, levy costs, shelter costs, name transfer costs, services and so on. Transportation costs depend on the distance from the cow to the animal market. The breeder's location is very close to the animal market, the name change fee is IDR

17,500/head and the levy is IDR 15,000/head. They must also bring a travel letter from the local environmental head to ensure that the cow brought to the animal market is not stolen.

The percentage of cattle marketing channels in the group does not vary, in table 2 it can be seen that respondents prefer to sell cattle through the sales and purchasing sections in the group. Of the 53 respondents, 53 people chose to sell cattle through groups for the reason that they did not want the hassle and risk of transporting them.

**Table 2**  
**The Percentage of Channels Used in Cattle Marketing in Groups**

Cattle Sales Media	Nandini's Cattle		Karang Ayu Cattle		Total	
	Total (person)	Percentage (%)	Total (person)	Percentage (%)	Total (person)	Percentage (%)
Butcher	-	0	0	0	0	0
Direct to the animal market	33	100	0	0	33	100
Belantik	-	0	20	100	20	100

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TOTAL	33	100	20	100	53	100
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In the process of buying and selling cattle in Bali, the farmer opens the price first, and bargaining occurs until a price agreement is reached. After a price agreement is reached, the buyer will pay 50% of the agreed price as a bond for the farmer so that the cow is not sold again to another farmer. The cows that have been paid 50% are left with the breeder for 1 - 2 days while waiting for the market which is open every Wednesday and Sunday, which is the largest animal market in Bali, namely the Beringkit market, Mengwi Badung sub-district. But specifically for the biggest animal market in Bali, namely the Beringkit animal market in Mengwi village which is open every Wednesday, Friday and Sunday.

## Conclusion

The conclusions obtained from this research are (1) The gender in Bali cattle cultivation is 95% male, (2) The reason for marketing cattle is because of children's school fees. (3) The marketing system tends to allow farmers to sell their cattle accompanied by a buying and selling section.

## Acknowledgements

To Warmadewa University which has given permission and facilities.

To the Nandini cattle group and the Karang Ayu cattle group in Badung Bali

To all friends who have helped in the process of creating this article.

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