THE FARMER SOCIO-ECONOMIC PROFILE AND MARKETING CHANNEL OF BALI-CALF AT BALI PROVINCE

by Ni Made Ayu Gemuh Rasa Astiti

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THE FARMER SOCIO-ECONOMIC PROFILE AND MARKETING CHANNEL OF BALI-CALF AT BALI PROVINCE

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Abstract

The marketing channel of Bali-cattle has not yet identified and its uncertainty often affected by the socioeconomic profile of the farmer. Several socioeconomic motives such as the need to hold great traditional ceremonies called Ngodalin, marry off their child, build a house, and many others motives that encourage the farmer to sell their Bali-calf to the middleman called Belantik even with an inappropriate price. The study aimed to determine the socioeconomic profile of the farmer and marketing channel of Bali-calf at Bali Province. The research done with the exploratory methods with explanatory research design through survey and the data analysed with quantitative and qualitative approach. The marketing channel of Bali-calf identified at Badung and Buleleng District which chosen by purposive sampling based on the highest Bali-cattle population. The structured questioner used as an interview guideline to help obtain the answer from the respondent, which also equipped with an opened question. The results showed that 90% of respondents are in the productive age, only 6.67% respondents has main job as livestock farmer with average farming experience of 22.18 years. The cattle ownership average is 4.5 cattle/farmer with the motives of livestock farming for savings (48.88%) 48% and the motives for Bali-calf sales is a need for education fee (54%) with traditional ceremonies as the second reason (16.67%). The motives drive vary marketing channel that 73% dominated by direct selling from the farmer to the middleman (Belantik) then the middleman sold the Bali-calf at the animal market the it goes to the slaughterhouse.

Key words: *marketing channel, socioeconomic, Bali-calf*

INTRODUCTION

Bali is one of the Bali-cattle (*Bos javanicus* domesticus) breeding centre areas. Bali-cattle is one of the superior kind of cattle for meat source and livestock breeding. However, the marketing of Bali-calf are still uncertain. Some socioeconomic reason make farmers should sold Bali-calf in inappropriate condition. This indirectly could decrease the population of Bali-cattle, which do not wanted by the government.

Current livestock practice has become unprofitable business. Price that received by the farmers are very low so that the farmer's share also low that around 63-69% from the consumers price [9]. [10] also mentioned that Bali-cattle farming are unprofitable and even detrimental especially if all of the farmers expenses calculated included breed cost, feed cost, medicine, labour and all other farming expenses. The condition causes a weak bargaining position of the farmer in the marketing of Bali-cattle and often misused by the middleman. To increase the income of the Bali-cattle farmers, an effective solution to improve the marketing system needed. One of the solution to improve the marketing system of Bali cattle that is profiling the farmers socioeconomic motives and identified current marketing plot. The research aimed to determine the socioeconomic profile of Bali-cattle farmers and identify the marketing channel of Bali-calf at Bali Province.

MATERIALS AND METHODS

The methodology of the research is exploratory research with explanatory research design [8]. Data collected through survey of the Bali-calf marketing channel at District Badung and Buleleng at Bali Province from March to August 2018. Analysis of the

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data has been done quantitative and quantitatively, which quantitative as the main approach that forms a system which suitable with the real system [1]. Quantitative data taken from the respondent which is farmer, related to the breeding experience, cattle ownership, and several factor that related with the Bali-cattle breeding. Qualitative data taken from the farmer, middleman, cattle seller and the government concerning the marketing channel of Bali-Calf.

RESULTS AND DISCUSSIONS

Respondent Age

Table 1 showed the distribution of respondent age. Based on the Labor Laws of the Republic of Indonesia No. 13/2003, 90% respondent was included in productive age that consists of 12.22% (21-35 years old), 50% (36-50 years old) and 27.78% (51-64 years old). Only 10 % of the respondent was not included in the productive limit age, which is above 64 years old.

The older farmer usually fanatics towards the tradition and hard to assimilate the knowledge which can change a mindset, work ethic and the farming way. The old farmer usually apathetic of innovation, while the younger generation generally have a high work spirit, high curiosity, and high interest to adopt the innovation [11] [4]. The high percentages of the productive age respondents is a good potential for Bali-cattle business development.

Table 1. Distribution of Respondent Age

No.	Age	Buleleng District		Badung District		Total	
		Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
1.	≤20	0	0	0	0	0	0
2.	21-35	8	17.78	3	6.67	11	12.22
3.	36-50	26	57.78	19	42.22	45	50
4.	51-64	8	17.77	17	37.78	25	27.78
5.	≥65	3	6.67	6	13.33	9	10
Total		45	100	45	100	90	100

Source: Field Survey, 2018

Respondents Job

As shown on Table 2, the majority of respondents (64.45%) have their main jobs as field hand or farm workers, 28.88% of respondents are retired, builders, laborers, fisherman, agricultural extension workers and trader, then only 6.67% of respondents that has main job as livestock farmer.

The results shows that livestock farmers in Bali is part-time jobs, as evidenced by the results of the survey found that only 6.67% of respondents had the main job as livestock farmer. Generally, the people in Bali has main job as an agricultural farmer (74.19%), while livestock farming was just a sidelines [9].

Table 2. Respondents Job

No.	Causative Factor	Buleleng District		Badung District		Total	
		Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
1.	Livestock Farmer	3	6.67	3	6.67	6	6.67
2	Field Hand	26	57.78	32	71.11	58	64.45
3	Other (Driver, Retired, Labor, Trader, Fisherman)	16	35.55	10	22.22	16	28.88
Total		45	100	45	100	90	100

Source: Field Survey, 2018

Farming Experience

The results (Table 3) showed that the respondent had a long-lived experience of farming, which averaged 22.18 years. The

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average farming experience time in Buleleng Regency and Badung Regency is 23.38 and 20.97 years respectively.

The experience in farming for a long time indicates that the respondent farmers have adequate knowledge and skills in the management of livestock farming. More experienced will help improve their skills [5]. Longer experience can influence attitudes, thinking patterns and behaviour of farmers in carrying out their business [2].

Table 3. Farming Experience

No.	Time (Years)	Buleleng District		Badung District		Total	
		Number (Person)	Percentage (%)	Number (Person)	Percentage (%)	Number (Person)	Percetage (%)
1.	<3	0	0	0	0	0	0
2.	3-10	14	31.11	12	26.66	26	28.89
3.	11-20	18	40	20	44.44	38	42.22
4.	21-30	7	15.56	3	6.67	10	11.11
5.	31-40	5	11.11	7	15.56	12	13.33
6.	> 40	1	2.22	3	6.67	4.45	
Total		45	100	45	100	45	100

Source: Field Survey, 2018

Cattle Ownership

The results (Table 4) shows the cattle ownership is average is 4.5 cattle per farmer with the 406 cattle. The ownership is consists of 82 bull, 187 cow, 49 calf bull and 88 calf heifer. It is in line with [7], which mentioned the maximum amount of cattle is average 4 to 5 cattle per farmer.

Table 4. Cattle Ownership

No.	Livestock Category	Buleleng District		Badung District		Total	
		Number	Average	Number	Average	Number	Average
1.	Bull	49	1.09	33	0.73	82	0.91
2.	Cow	99	2.20	88	1.96	187	2.08
3.	Calf-Bull	31	0.67	18	0.40	49	0.54
4.	Calf-Heifer	46	1.02	42	0.93	88	0.97
Total		225	4.98	181	4.02	406	4.50

Source: Field Survey, 2018.

Motives for Livestock Farming

Table 5 showed that the main reason for Bali-cattle farming is savings (48.88%), the other reason is to utilize agriculture wastes as feed (24.45%), spending a spare time (16.67%) and increase the income (10 %). Livestock farming in Indonesia, generally done as sideline and livestock has been ruled as savings that can be sold anytime when the farmer need high amount of money [6].

Table 5. Farmer Motivation

No.	Motivation	Buleleng District		Badung District		Total	
		Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
1.	Savings	24	53.33	20	44.44	44	48.88
2	Utilization Of Agriculture Waste	10	22.22	12	26.67	22	24.45
3	Spending a Spare Time	8	17.78	7	15.56	15	16.67
4.	Increasing Income	3	6.67	8	13.33	9	10
Total		45	100	45	100	90	100

Source: Field Survey, 2018

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As mentioned by [3], main motives in livestock farming is savings utilize agricultural wastes and take advantage of spare time.

Motives for Bali-calf Sales

From 90 respondents, the results (Table 6) showed that 53.33% respondents sold the Bali-calf for education fee of their child. Ceremonies reason become the second motive (16.67%). The other motives are house renovation (15.56%), limitation of feed (11.11%) and limitation of the cage (3.33%). Besides high attention to the education of their child, traditional ceremonies need high amount of money, that is why the farmer sold Bali-calf in inappropriate condition both the cattle maturity and price.

Table 6. Motives for Cattle Sales

No.	Motivation Marketing	Buleleng District		Badung District		Total	
		Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
1.	Education	24	53.33	24	53.33	48	53.33
2.	Ceremony	8	17.78	7	15.56	15	16.67
3.	House Renovation	9	20.00	5	11.11	14	15.56
4.	Limitation of Feed	3	6.67	7	15.56	10	11.11
5.	Cage Not Available	1	2.22	2	4.44	3	3.33
	Total	**45**	**100**	**45**	**100**	**90**	**100**

Source: Field Survey, 2018.

Bali-calf Marketing Channel

The marketing channel of Bali-calf is a marketing activity that facilitate the delivery of Bali-calf from farmers to other livestock consumers. Until now, the marketing of cattle in Bali Province still dominated by middleman/*Belantik*. This caused by various limitations possessed by farmers including lack of capital, low level of marketing knowledge of farmers. Based on the direct observation there are several marketing channels of Bali-calf (Fig.1).

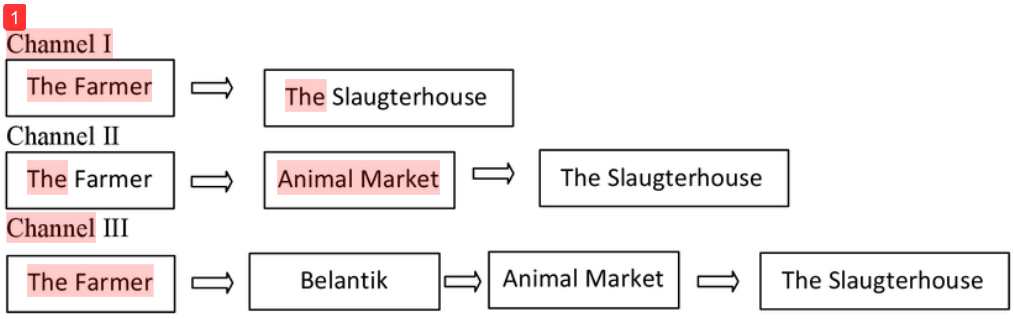

Figure 1. Current Bali-calf Marketing Channel
Source: Own desi

Figure 1, it can be seen that the marketing process of Bali-calf starts from the farmers who sold in three ways namely direct sales to slaughterhouse, direct sales to the nearest animal market or direct sales to middleman/*Belantik*. The marketing channels for Bali-calf are quite varied. Marketing agents use marketing channels that show how the flow of commodities flows from farmers to the final consumers (slaughterhouse). Other marketing agents involved are middleman/*Belantik* and animal market.

Table 7 shows that respondents prefer to sell Bali-calf going through the

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middleman/*Belantik*. Of the 100 respondents, 73 people chose to sell Bali-calf going through middleman/*Belantik*, because they did not want to bother and bear the risk of transportation.

Table 7. Percentages of Bali-calf Marketing Channel Used

Bali-Calf Marketing Channel	Kab. Buleleng		Kab. Badung		Total	
	Number	Percentage (%)	Number	Percentage (%)	Number	Percentage (%)
Slaughterhouse	7	14	7	14	14	14
Animal Market	7	14	6	12	13	13
Middleman/*Belantik*	36	72	37	74	73	73
TOTAL	50	100	50	100	100	100

Source: Own calculations.

CONCLUSIONS

The research resulting in the respondents' profile of 90% of respondents are in the productive age, 6.67% respondents are livestock farmer, average farming experience of 22.18 years with the cattle ownership average of 4.5 cattle/farmer. The motives of livestock farming are dominantly for savings (48.88%) 48% and the farmers sold Bali-calf for education fee (54%) or holding traditional ceremonies (16.67%). From several marketing channel the results shows the sales are dominated by direct selling from the farmer to the middleman (*Belantik*) (73%).

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