

Rice Marketing Methods in Sukamaju Village, Sunggal

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Abstract

This study aims to determine the increase in rice craftsmen's income, and the impact of regional and village productivity development, the sampling method is using Total Sample (census) is a data collection where the entire population is investigated without exception. All populations used as samples are 5 samples. The analysis method used is descriptive and SWOT Matrix. The success of increasing the income of rice collectors can be realized if supported by the availability of good rice, the availability of tools and machines, and capital loans to collectors, where this study plays an active role in running and increasing the income of rice craftsmen's businesses. From the results of visits and interviews, the average value of rice craftsmen's business income in the research area was Rp. 8,171,500.- / month. This shows that business activities have a fairly moderate income in creating family welfare. The right SWOT strategy for rice craftsmen in Sunggal in developing their business and increasing their income is the Aggressive Strategy based on the SO strategy. The quality factor of the rice is a factor that can be utilized by Craftsmen in Sunggal to increase the selling price. So that the income received by the craftsmen's businesses will also increase and be sufficient to support their families.

Keywords: Marketing, SWOT, Productivity, Village

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Introduction

Indonesia is a tropical country rich in various agricultural products. The climate in Indonesia allows the growth of various types of cultivated plants. Currently, Indonesia is still an agricultural country, namely the agricultural sector plays an important role in the overall national economy. This is supported by the orientation of agricultural development that is oriented towards food security. Agricultural development is also expected to improve the quality and quantity of production, expand employment opportunities, increase foreign exchange through exports of agricultural products. Increasing agricultural output or products will be beneficial if accompanied by a supporting marketing system. Today, the government's attention is not only focused on increasing the amount of grain or rice production but also on its selling price, this can be seen in the government's policies concerning the basic price and fixed price of grain.

The rice cultivated in Sukamaju Village, Deli Serdang is a type of rice planted in irrigated rice fields which are planted around January to April depending on rainfall. This is because most of the farmers' land in Sukamaju Village is irrigated land, only a small part is rainfed. People's land that is cultivated as family farming and planted with various agricultural commodities, especially rice, plays a very large role in life in Sukamaju Village, Sunggal District, Deli Serdang Regency.

So far, rice farmers can only increase production, therefore a marketing system that can accommodate production at a reasonable price level is absolutely necessary. Marketing can be said to be the spearhead of a production effort or a factor that plays an important role in increasing farmer income.

Efforts to increase production that are not accompanied by a good marketing system will cause difficulty in the rate of products during harvest and this will reduce farmers' interest in producing. In the marketing chain there is a difference in price paid by end consumers for the same product called the marketing margin.

Another factor that has a significant influence on marketing is the marketing institution. The extent to which the marketing institution is involved in marketing depends on the activities of the institution. In society, especially in rice plants, the existence of a long marketing channel is often connoted with the large difference in the selling price received by farmers and the purchase price paid by consumers. This interpretation is caused by each marketing institution involved wanting profit as a reward for the activities carried out.

This research is important to be carried out to find out the Renewable Strategy using the right SWOT Analysis for marketing rice in Sukamaju Village to increase its income is the Aggressive Strategy. This research is also important to find out the Quality Factor of Rice which is a factor for Farmers to increase selling prices. So that the income received by the farming business will also increase and be sufficient to provide for the welfare of their families.

The problem formulation in this research is:

1. How does the rice farming marketing system support improving the welfare of farmers in Sukamaju Village?
2. What is the marketing margin for rice farming products in Sukamaju Village?

The research was conducted in Sunggal, Deli Serdang Regency, North Sumatra Province. The location was selected purposively considering that this area is one of the fostered village areas of Panca Budi Development University.

Variable Operational Parameters

The research approach was conducted descriptively through a case study in Sunggal District. Data and information collection techniques were conducted through observation, interviews, and filling out questionnaires. Data analysis methods used include Internal Factor Evaluation (IFE) analysis, External Factor Evaluation (EFE) analysis, Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, and strategy selection using Quantitative Strategic Planning Matrix (QSPM) analysis (David FR, 2012). This study uses data collection techniques

Rice Marketing Methods

through questionnaires, observations and interviews.

Population and Sample

The population observed and focused on in this study was to observe what factors caused the large or small profits received by farmers depending on the length of the marketing chain.

Data Collection Techniques

The data sources used include primary data and secondary data. Primary data were obtained through a survey using direct interview techniques with respondents through a list of questions that had been prepared in advance. Secondary data in the form of small-scale industries and soybean crafts, documents and the Central Statistics Agency, the Deli Serdang Regency Industry Service, and related books and literature.

In this study, the following data collection methods/techniques were used:

- a. Interview method, namely a method of collecting data by conducting extensive and in-depth interviews with respondents using a prepared list of questions (questionnaire).
- b. The observation method is a method of collecting data by conducting direct observations of the object to be studied so that a clear picture of the object being studied is obtained.
- c. Recording method, namely a method of recording data related to research.

Data Analysis Methods

The data analysis technique used in answering the first problem formulation is by using a descriptive method. To find out the amount of income from the tempeh making business before and after the increase in soybean prices can be calculated using the formula:

Where :

$$\pi = TR - TC$$

π = Income / profit (Rp)

TR = Total Revenue (Rp)

TC = Total Cost (Rp)

(Kasim, 2004)

Total revenue is the monetary value of the total product or purchase results between the total product (Q) and the price of rice products (PQ). Mathematically it can be written as follows:

$$TR = Q \times P$$

Where :

TR = Total income from rice business (Rp)

Q = Total products sold rice (Kg).

P = Price of rice products (Rp).

To analyze the formulation of the second problem is to use the SWOT Matrix. The tool used to compile the company's strategic factors is the SWOT matrix.

This matrix clearly illustrates how the internal opportunities and threats faced can be adjusted to the internal strengths and weaknesses possessed. This matrix can produce four cells of possible strategic alternatives, as follows:

Results and Discussion

Research result

The results of interviews and questionnaires with respondents obtained several factors resulting from IFE and EFE analysis (strengths, weaknesses, opportunities and threats):

1. Strength

The results of data processing obtained from the results of filling out the questionnaire,

the marketing strength of rice commodities in Sunggal District is the application of agricultural machinery technology, competent human resources, Deli Serdang Government policies, planning for rice production increase programs, the solidarity of agricultural apparatus and related agencies and farmer motivation.

2. Weaknesses

Internal factors that are weaknesses in the development of rice commodity marketing in Sunggal District include decreasing land productivity, weak financial capacity, conversion of rice field land, management of farmer institutions and facilities and infrastructure.

3. Opportunities

Factors that can be used as strategic factors as opportunities in developing rice commodity marketing in Sunggal District are increasing demand for rice, support from central government policies, the existence of financial institution services, suitability of geographical location, and the existence of superior seed varieties.

4. Threats

Factors that can be used as strategic factors as threats in the development of rice commodity marketing in Sunggal District are fluctuations in input and output production prices, declining interest of the younger generation in agriculture, the existence of substitute products, attacks by plant pests and climate change.

The results of the evaluation research of internal and external factors in the development of rice commodity marketing are currently in quadrant V. This score is shown by the IE matrix (2.49; 2.98) which positions rice commodity marketing in Sunggal District in the maintain and preserve position.

In this position, Sunggal District is in a condition that shows a moderate internal and external position so that Sunggal District really needs serious efforts to increase overall rice production so that regional food security can be met. This means that the description of the strategy that can be developed by Sunggal District by implementing an intensive strategy in the form of market penetration strategy, market development and product development. The consideration of the following five strategies is based on discussions and interviews with expert respondents related to the research objectives. The reasons for choosing the five strategic options are also strengthened based on considerations of product diversification, penetration and market and product development. The five strategic options were then analyzed using the QSPM matrix and the results are as follows: The results of the QSPM analysis show that the priority of the first strategic option that must be carried out by the Sunggal District Government is to implement a rice farming intensification strategy. The second priority is revitalization of agricultural facilities and infrastructure. The third priority is strengthening regional food policies that favor farmers. The fourth priority is product differentiation. The fifth priority is synergy between farmers, entrepreneurs and the government.

Discussion

Agricultural intensification strategies must include seven farming efforts. These seven farming efforts include good soil cultivation, regular irrigation, selection of superior seeds, proper fertilization, integrated pest and disease control, efficient post-harvest handling and marketing. Construction of dams, irrigation networks, and reservoirs. Assistance in the addition of rice threshers/grinding machines (power threshers) and soil processing machines (tractors). Implementation of farmer protection and empowerment through business certainty; price stability of grain and rice commodities; elimination of high-cost economic practices; compensation for crop failure/puso due to extraordinary events; early warning systems and handling of the impacts of climate change; agricultural insurance; education and training; extension and assistance; development of systems and agricultural product marketing facilities;

Rice Marketing Methods

consolidation and guarantee of agricultural land area; provision of financing and capital facilities; ease of access to science, technology, and information; and strengthening farmer institutions.

Regional policies should include: the creation of modern, resilient rice agribusiness areas and the provision of better welfare guarantees for farmers; increasing the efficiency and competitiveness of rice commodity farming businesses; optimal, efficient, productive and sustainable management and utilization of natural resources that can support economic resilience and environmental preservation; empowerment of farmers and rural communities; development of modern, resilient, efficient and productive institutions and partnerships.

Development of quality rice, organic rice and brown rice. The development of quality rice, organic rice and brown rice must continue to be improved in order to increase food diversity in Sunggal District. Development of agrotourism facilities based on rice farming so as to produce recreational facilities for the community. Cooperation between agribusiness subsystems is needed so that the process of production, distribution, processing of results, marketing can run effectively and efficiently. Synergy of rice plants and livestock can also be developed. Another important thing is that it is necessary to understand the concept of synergy of crops and livestock because it is expected to stop and reverse the downward spiral as a result of agricultural practices that damage land resources and reduce agricultural productivity. Farmers who live in marginal areas are expected to be able to slowly escape the poverty trap through the process of reversing direction (synergy of rice plants and livestock). The synergy of rice plants and livestock that can be developed and has potential in Sunggal District is the development of rice farming and beef cattle. Agricultural land utilizes organic fertilizer from cow dung and cattle can grow by utilizing feed from straw.

Conclusion and Suggestions

Conclusion

The conclusion of the research results is that the Sunggal District Government needs to utilize the strategic factors of the main strengths that it has and its importance is relatively high. The main strength factor is farmer motivation. The strategic factor of the main weakness and has relatively high importance is weak financial capacity. The opportunity that has relatively high importance is the increasing demand for rice. The strategic factor of threats that has relatively high importance is the attack of plant pests.

The current position of rice agribusiness development in Sunggal District is at moderate internal and external levels, so the strategic picture that can be carried out is an intensive strategy in the form of market penetration, market development and product development. Alternative strategies for market penetration and development that can be carried out are intensification of rice farming; synergy between farmers, entrepreneurs and the government; strengthening regional food policies that favor farmers; revitalization of agricultural facilities and infrastructure. Alternative product development strategies can be carried out through product differentiation strategies. The priority strategy that must be carried out is the rice farming intensification strategy.

Policy recommendations that must be carried out by the central/regional government to improve food security include: 1) Intensification of rice farming, 2) Synergy between farmers, entrepreneurs and the government, 3) Strengthening regional food policies that favor farmers, 4) Revitalization of facilities and infrastructure, 5) Product differentiation. The strategy that is the main priority in this study is the rice farming intensification strategy.

Suggestion

The Sunggal District Government needs to implement strategies based on the priorities obtained from the results of this study, so that rice self-sufficiency can be achieved and ultimately increase regional food security.

In addition, the Sunggal District Government also needs to improve the factors that are the main weaknesses and increase the factors that are the main strengths that have the highest relative importance. Then, the Sunggal District Government needs to take advantage of opportunities and pay attention to threats that have the highest relative level of importance which are currently still being responded to on average.

Furthermore, Sunggal District needs to create and strengthen regional food autonomy policies to facilitate the management of rice commodity agribusiness. This is important to optimize the use of agricultural resources effectively and efficiently. Empowering communities and farmers, agricultural intensification programs, strengthening agricultural institutions, and revitalizing agricultural infrastructure require special regulations so that they can run properly and correctly. Further research can be conducted through more in-depth research on how to improve farmer performance, especially in terms of increasing sustainable rice production capacity, and in the development of rice products must be based on the dynamics of market demand and consumer preferences.

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Rice Marketing Methods

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