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ANALYSIS OF PERFORMANCE AND BEHAVIOR OF SHALLOT MARKET IN SABHO KARYA ALAM MARKET BUTON REGENCY

Waode Al Zarliani[1*], Listiani Ali[1], Wardana[1], Antasalam Ajo[1]

[1]Agribusiness Study Program, Muhammadiyah Buton University, Sulawesi Tenggara - Indonesia

[*]Corresponding Author: wardanarifani@gmail.com

ABSTRACT

This study aims to analyze the performance and market behavior of red onions at Sabho Karya Alam Market, Buton Regency. This research is important because the red onion market in this area faces challenges related to distribution, marketing costs, and efficiency, which impact the profits of market actors. Developing a more efficient and profitable marketing system is crucial to improving the competitiveness of local red onion products as well as the welfare of farmers and traders. The research method employed is a descriptive approach, with data collected through direct interviews with farmers, collecting traders, and retailers. The data obtained were qualitatively analyzed to describe distribution patterns, margins, costs, profits, and marketing efficiency. Additionally, marketing efficiency was measured by calculating the percentage of the price received by farmers relative to the price paid by consumers. The study's findings indicate that the marketing functions of red onions at Sabho Karya Alam Market involve three main entities: farmers, collecting traders, and retailers, who perform exchange, physical distribution, and intermediary functions with varying activities in each marketing channel pattern. Collecting traders are responsible for purchasing, selling, transporting, storing, and providing market information, while retailers are tasked with direct sales to consumers, packaging, and risk reduction. Shorter marketing channels tend to be more efficient and provide greater profits, whereas longer channels incur higher marketing costs but remain overall efficient, with efficiency levels above 50%. There are three marketing channel patterns for red onions. In Pattern 1, farmers sell directly to retailers, who then sell to consumers. In Pattern 2, farmers sell to collecting traders, who directly sell to consumers. In Pattern 3, farmers sell to collecting traders, who then sell to retailers before the product reaches consumers. These patterns influence the costs and profits received by each market actor. In terms of costs, margins, and marketing profits, the results show that marketing costs in Pattern 3 are higher compared to Patterns 1 and 2. In Patterns 1 and 2, traders earn a margin of Rp16,000 per kilogram and a profit of Rp13,100 per kilogram. Meanwhile, in Pattern 3, collecting traders earn a margin of Rp6,000 per kilogram and a profit of Rp3,500 per kilogram, while retailers earn a margin of Rp12,000 per kilogram and a profit of Rp8,600 per kilogram. From the perspective of marketing efficiency, Patterns 1 and

2 have an efficiency rate of 58%, while Pattern 3 achieves 70%. All marketing channel patterns can be considered efficient because the efficiency value exceeds 50%, indicating that most of the price paid by consumers is received by farmers and traders, creating a fairer and more efficient distribution system. Market behavior at Sabho Karya Alam Market shows that transactions are conducted on a cash basis, with no credit or advance payments. The selling price of red onions is determined by competition among traders, and there is an agreement between farmers and collecting traders regarding supply, although without formal provisions on volume or fixed prices. This demonstrates flexibility in marketing, where prices are influenced by market demand and competition.

Keywords: *Marketing Performance, Red Onions, Margins, Marketing Costs, Profits, Marketing Efficiency, Market Behavior, Sabho Karya Alam Market*

INTRODUCTION

Shallots are one of the high-value horticultural crops with significant cultivation potential. As a staple spice vegetable, shallots play an essential role in meeting the needs of the Indonesian community. Besides being used as a seasoning to enhance the flavor of dishes, shallots are often utilized as traditional medicine believed to cure fever, coughs, and diabetes. Demand for shallots tends to increase as their use becomes more widespread in daily life (Olabu, 2022).

Horticulture, derived from the Latin words hortus (garden plants) and cultura (cultivation), broadly encompasses the cultivation of fruit trees, flowers, vegetables, and medicinal plants. In Buton Regency, shallots are one of the horticultural crops being developed, although their production is not yet significant compared to other regions in Southeast Sulawesi, such as South Buton, Wakatobi, and North Kolaka. According to the Central Statistics Agency (BPS) of Southeast Sulawesi, shallot production in Buton Regency fluctuated, reaching 52.00 quintals in 2019, increasing to 423.00 quintals in 2020, but declining to 387.00 quintals in 2021.

The relatively low production of shallots in Buton Regency means consumer needs are often met through supplies from outside the region. However, some traders at Sabho Karya Alam Market continue to utilize local shallots because of their competitive price and quality. On the other hand, shallot prices are highly volatile, with production increases tending to lower prices and production decreases causing prices to spike.

The marketing process for shallots involves multiple parties in the distribution channel, including producers, intermediaries, and retailers. Each marketing entity incurs varying costs depending on marketing activities, transportation distances, and labor costs. These factors contribute to differences in shallot prices at the consumer level and the profit margins earned

by each market participant. Sabho Karya Alam Market serves as a strategic distribution hub for local shallots in Buton Regency. However, challenges in marketing efficiency, distribution costs, and profit margins require deeper analysis to support better marketing management.

This study is highly urgent because it can significantly contribute to understanding the dynamics of shallot marketing in Buton Regency. By analyzing the marketing channel patterns, margins, costs, and marketing efficiency, the research can identify opportunities and challenges faced by market participants. This is crucial to improving marketing efficiency, reducing distribution costs, and optimizing profits for producers and traders.

Additionally, understanding the market behavior of shallots at Sabho Karya Alam Market is necessary to identify consumer preferences, purchasing patterns, and factors influencing price volatility. This information can form the basis for formulating more effective and sustainable marketing strategies for local governments, businesses, and other stakeholders. Through this study, it is hoped that policy recommendations can be provided to support the development of shallot agribusiness in Buton Regency, improve farmers' welfare, and stabilize shallot prices in local markets.

The objectives of this study are to analyze the marketing functions performed by each marketing entity involved in the red onion trade at Sabho Karya Alam Market, Buton Regency; examine the marketing channel patterns of local red onions from farmers to consumers; evaluate the margins, costs, and profits obtained by each marketing entity; assess the overall marketing performance of red onions; and analyze the market behavior of red onions at Sabho Karya Alam Market.

RESEARCH METHODS

This research was conducted from June to July 2023 at the Sabho Karya Alam Market in Buton Regency. The location was purposively selected based on the consideration that shallot traders in this market exhibit marketing channel patterns, margins, and market behaviors relevant to the research objectives. The study involved a population comprising all shallot traders who sell directly to end consumers, as well as shallot farmers, with a total of 23 respondents consisting of 2 collecting traders, 14 retailers, and 7 farmers. The sample was determined using a probability sampling method, with a snowball sampling technique applied to identify marketing channel patterns more accurately (Sugiyono, 2018).

The study utilized both quantitative and qualitative data. Quantitative data included purchase prices, selling prices, marketing costs, margins, profits, and marketing efficiency, while qualitative data covered marketing channel patterns and market behavior (Kotler & Keller, 2016). Data sources consisted of primary data collected through interviews and direct surveys and secondary data obtained from official documents such as BPS records and related literature.

Data collection was carried out through in-depth interviews with respondents and documentation to strengthen the research findings (Neuman, 2014). Variables analyzed included respondent identities, marketing channel patterns, purchase and selling prices, marketing costs, margins and profits, marketing efficiency, and market behavior.

The data analysis techniques included descriptive analysis to illustrate the marketing channel patterns of shallots in the research location (Hasan, 2002). Marketing margins were calculated as the difference between prices at the farmer level and end consumers. Marketing profits were derived from the difference between margins and total marketing costs. Marketing efficiency was analyzed using a formula to determine whether the marketing channels were efficient (Soekartawi, 2001). Market behavior was qualitatively analyzed based on data related to payment systems, price determination, and cooperative relationships between farmers and traders.

RESULTS AND DISCUSSION

Marketing Function Activities

Based on the research findings, the marketing function activities carried out by each marketing entity involved in the red onion trade, from farmers to consumers at Sabho Karya Alam Market in Buton Regency, can be explained through the following marketing channel patterns:

1. **Marketing Channel Pattern 1**

   Collecting traders perform the following marketing functions:

   a. Exchange Function: Includes buying and selling activities.
   b. Physical Distribution Function: Includes transportation and storage.
   c. Intermediary Function: Includes providing market information and financing.

2. **Marketing Channel Pattern 2**

   This pattern involves retailers who perform the following marketing functions:

a. Exchange Function: Includes buying and selling activities.
b. Physical Distribution Function: Includes transportation and storage.
c. Intermediary Function: Includes decision-making and risk mitigation.

3. **Marketing Channel Pattern 3**

This pattern involves two marketing entities, namely collecting traders and retailers. Marketing function activities are carried out by both parties, with the following differences:

a. Collecting traders do not engage in packaging activities.
b. Packaging activities are only performed by retailers.

The analysis shows that differences in marketing function activities carried out by each marketing entity affect the amount of costs incurred. The more marketing function activities performed, the higher the marketing costs. Ultimately, this impacts the selling price of red onions at the consumer level, resulting in higher prices.

Marketing Channel Patterns of Shallots

Distribution channels play a crucial role in ensuring that products reach consumers efficiently. This study identified three distinct marketing channel patterns for shallots at the Sabho Karya Alam Market in Buton Regency. These patterns reflect the distribution routes of shallots from farmers to end consumers through various intermediaries.

Pattern 1: In this pattern, farmers sell shallots to collecting traders at a uniform price of IDR 21,000 per kilogram. The collecting traders then sell the shallots directly to consumers at IDR 38,000 per kilogram. Here, the collecting traders act as the primary intermediaries, purchasing the goods directly from farmers and selling them to consumers without involving retailers.

Pattern 2: In this pattern, farmers sell shallots directly to retailers at IDR 21,000 per kilogram. The retailers then sell the shallots to consumers at IDR 38,000 per kilogram. This direct distribution process from farmers to retailers minimizes intermediaries, thereby impacting the margin received by the retailers.

Pattern 3: This distribution channel involves more intermediaries. Farmers sell shallots to collecting traders at IDR 21,000 per kilogram. The collecting traders then sell the shallots to retailers at IDR 28,000 per kilogram, who, in turn, sell them to end consumers at IDR 40,000

per kilogram. This pattern illustrates a two-tier intermediary system, which leads to increased marketing costs.

Table 1. Price Comparison and Distribution Flow Across the Three Marketing Channel Patterns for Shallots

Pattern	Farmer's Selling Price (IDR/kg)	Collector's Selling Price (IDR/kg)	Retailer's Selling Price (IDR/kg)	Consumer's Price (IDR/kg)	Intermediaries Involved
Pattern 1	21,000	38,000	-	38,000	Farmer → Trader Collector → Consumer
Pattern 2	21,000	-	38,000	38,000	Farmer → Trader Retailer → Consumer
Pattern 3	21,000	28,000	40,000	40,000	Farmer → Trader Collector → Trader Retailer → Consumer

Based on the research findings, each marketing channel pattern ultimately ends with the product reaching the consumers. This aligns with Soekartawi's (2001) perspective that distribution is a process enabling products to be delivered to consumers. By comparing the marketing channel patterns of shallots at Sabho Karya Alam Market, differences were identified compared to previous studies, which only reported two marketing channel patterns. This study demonstrates variations in distribution channels, including the presence of collecting traders as an additional factor in the distribution process.

Marketing Costs, Margins, and Profits

Marketing costs consist of various expenses incurred by traders in distributing shallots. These costs include transportation, market levies, sack expenses, and plastic bag expenses. The study found that farmers did not incur any marketing costs, and only collecting traders and retailers bore these costs.

Marketing Costs

In Pattern 1 and Pattern 2, the marketing costs incurred by collecting traders and retailers were the same, at IDR 2,900 per kilogram. These costs comprised transportation (IDR 2,000), market levies (IDR 200), sack expenses (IDR 500), and plastic bag expenses (IDR 200). Meanwhile, in Pattern 3, collecting traders incurred marketing costs of IDR 2,500

per kilogram, while retailers bore higher marketing costs, amounting to IDR 3,400 per kilogram. Table 2 below details the marketing costs for each channel pattern.

Table 2. Marketing Costs for Each Channel Pattern

Channel Pattern	Marketing Agency	Cost Transportation (IDR/kg)	Cost Ticket Place (IDR/kg)	Cost Sack (IDR/kg)	Cost Bag Plastic (IDR/kg)	Total Cost (IDR/kg)
Pattern 1	Trader Collector	2	200	500	200	2,900
Pattern 2	Trader Retailer	2	200	500	200	2,900
Pattern 3	Trader Collector	2	-	500	-	2,500
	Trader Retailer	3	200	-	200	3,400

These findings indicate that the longer the marketing channel, the higher the costs incurred by traders. This is consistent with Fauzi's (2015) perspective, which states that longer marketing channels can increase the costs borne by traders.

Marketing Margin

Marketing margin is the difference between the selling price received by traders and the purchase price paid to producers. In Pattern 1 and Pattern 2, the margin received by retailers and collecting traders is IDR 16,000 per kilogram. However, in Pattern 3, collecting traders receive a smaller margin of IDR 6,000 per kilogram, while retailers receive a margin of IDR 12,000 per kilogram. Table 3 details the marketing margins for each channel pattern:

Table 3. Marketing Margins for Each Channel Pattern

Channel Pattern	Purchase Price (Hb) (IDR/kg)	Selling Price (IDR/Kg)	Margin (IDR/Kg)
Pattern I			
Producer	-	21,000	-
Trader Collector Retailer	21,000	38,000	17,000
Pattern II			
Producer	-	21,000	-
Trader Retailer	21,000	38,000	17,000
Pattern III			
Producer	-	21,000	-
Trader Collector	21,000	28,000	7,000
Trader Retailer	28,000	40,000	12,000

Marketing Profit

Marketing profit is obtained by subtracting marketing costs from the margin received by traders. In Pattern 1 and Pattern 2, both retailers and collecting traders earn the same profit of IDR 14,100 per kilogram. However, in Pattern 3, collecting traders earn a profit of IDR 4,500 per kilogram, while retailers earn a higher profit of IDR 8,600 per kilogram. Table 4 provides a detailed breakdown of the marketing profits obtained in each marketing channel.

These results indicate that retailers who purchase directly from producers are more profitable compared to those who purchase from collecting traders.

Table 4. Marketing Profits Earned in Each Marketing Channel

Channel Pattern	Marketing Agency	Margin Marketing (IDR/kg)	Cost Marketing (IDR/kg)	Profit (IDR/kg)
Pattern 1	Trader Collector	17,000	2,900	14.100
Pattern 2	Trader Retailer	17,000	2,900	14.100
Pattern 3	Trader Collector	7,000	2,500	4,500
	Trader Retailer	12,000	3,400	8,600

Marketing Efficiency

Marketing efficiency is measured by examining the percentage of the price received by farmers compared to the price paid by consumers. If this percentage exceeds 50%, the marketing can be considered efficient. Based on the research findings, the marketing efficiency for Pattern 1 and Pattern 2 is 55.26%, while for Pattern 3, the marketing efficiency reaches 70.00%.

Table 4. shows the marketing efficiency percentage for each channel pattern.

Channel Pattern	Margin Marketing (IDR/kg)	Selling Price (IDR/kg)	Efficiency Marketing (%)
Pattern 1	17,000	38,000	55.26
Pattern 2	17,000	38,000	55.26
Pattern 3	12,000	40,000	70.00

Market Behavior

The market behavior of shallots at Sabho Karya Alam Market shows that transactions are conducted in cash, both between farmers and collecting traders, as well as between retailers and consumers. Price determination is based on competition among traders. Additionally, there is an agreement between farmers and collecting traders regarding shallot

marketing, although no formal agreement exists regarding volume or fixed prices. This finding aligns with Zarliani's (2021) view that market behavior often depends on the interactions between traders in the price-setting and payment process.

Policies to Be Implemented by Market Participants to Increase Profits

Based on the findings of the research conducted at Sabho Karya Alam Market in Buton Regency, several policies need to be implemented by market participants, including farmers, collecting traders, and retailers, to enhance profits and marketing efficiency for local shallots. Some of the proposed policies are as follows:

1. Enhance Direct Cooperation between Farmers and Retailers

The research found that in Pattern 1, where farmers sell directly to retailers, the margins and profits obtained are higher compared to channels involving collecting traders. Therefore, it is recommended that farmers and retailers build closer cooperation, such as clear supply agreements and price arrangements that benefit both parties. This can reduce intermediary costs and improve marketing efficiency. According to Soekartawi (2001), direct relationships between producers and consumers can reduce distribution costs and increase profits for all parties.

2. Reduce Intermediaries in the Marketing Channel

The study shows that the longer the marketing channel, the higher the costs incurred by market participants. Therefore, one of the policies that should be implemented is to minimize the number of intermediaries in the shallot distribution channel. By reducing the number of collecting traders involved, farmers and retailers can obtain larger margins and reduce marketing costs. Fauzi (2015) also stated that fewer intermediaries in the marketing channel result in more efficient distribution, which in turn increases profits for market participants.

3. Improve Product Quality to Enhance Competitiveness

The quality of shallots sold at Sabho Karya Alam Market also influences the selling price and consumer demand. Market participants, especially farmers, need to focus on improving the quality of shallots to compete with products from other regions. Quality improvements can be made through better cultivation techniques, the selection of superior seeds, and proper post-harvest processing. This will result in higher selling prices and increased profits for farmers and traders. According to Kotler & Keller (2016), product quality is an essential factor in attracting consumers and enhancing competitiveness in the market.

4. Efficient Marketing Cost Management

The research indicates that high marketing costs affect the profits received by market participants, especially retailers. Therefore, traders need to find ways to reduce marketing costs, such as improving transportation efficiency, using more cost-effective packaging, and selecting strategic locations to minimize rental costs. Furthermore, traders could explore cheaper packaging alternatives that still maintain product quality. This is in line with Arwanti's (2016) opinion that efficient cost management can increase profit margins.

5. Use of Technology to Expand Market Reach

In today's digital age, leveraging technology for marketing is crucial to increase profits. Traders and farmers can use e-commerce platforms and social media to market shallots to consumers beyond Sabho Karya Alam Market. Expanding market reach will increase sales potential, thereby helping to boost overall profits. According to Kotler (2016), the use of information technology in marketing can open up broader markets and reduce distribution costs.

6. Training and Extension Programs for Farmers and Traders

The government and relevant institutions should organize training and extension programs for farmers and traders on more effective marketing techniques, cost management, and how to improve distribution efficiency. Better knowledge of marketing and financial management can help market participants make better decisions to enhance profits. Fauzi (2015) also emphasized the importance of training to enhance market participants' capacity to run their businesses more efficiently and profitably.

7. **Implement Flexible Pricing Policies**

Price determination based on competition among traders at Sabho Karya Alam Market can be beneficial in some situations. However, highly fluctuating prices can harm consumers and farmers. Therefore, there needs to be a more flexible pricing policy that considers supply and demand factors while maintaining a balance between traders' profits and fair prices for consumers. This aligns with the theory put forward by Zarliani (2021), who stated that flexible pricing policies can stabilize the market and improve the welfare of all parties involved.

By implementing these policies, it is hoped that market participants at Sabho Karya Alam Market in Buton Regency can achieve sustainable profit growth, improve distribution efficiency, and create a more stable and profitable market for all involved parties.

CONCLUSION

Based on the research findings conducted at the Sabho Karya Alam Market in Buton Regency, it can be concluded that:

The marketing function of shallots in the Sabho Karya Alam Market involves three main institutions: farmers, collector traders, and retail traders, which perform exchange, physical distribution, and intermediary functions with varying activities in each marketing channel pattern. Collector traders play a role in purchasing, selling, transportation, storage, and providing market information, while retail traders are responsible for direct sales to consumers, packaging, and risk reduction. Shorter marketing channel patterns tend to be more efficient and provide higher profits, while longer channels result in higher marketing costs but remain efficient overall, with an efficiency rate of over 50%.

There are three marketing channel patterns for shallots at the Sabho Karya Alam Market: Pattern 1, where farmers sell shallots to collecting traders, who then sell them directly to consumers; Pattern 2, where farmers sell shallots directly to retailers, who then sell them to consumers; and Pattern 3, where farmers sell shallots to collecting traders, who then sell them to retailers, and finally to consumers. All three marketing channels ultimately deliver the product to the consumer, with varying levels of intermediaries, which influence the marketing costs and margins.

Each entity in the marketing channel has different costs, margins, and profits. In Patterns 1 and 2, retailers and collecting traders receive a marketing margin of IDR 16,000 per kilogram, with a profit of IDR 13,100 per kilogram. In Pattern 3, collecting traders earn a smaller margin of IDR 6,000 per kilogram and a profit of IDR 3,500 per kilogram, while retailers receive a margin of IDR 12,000 per kilogram and a profit of IDR 8,600 per kilogram. This shows that the longer the marketing channel, the higher the costs and the lower the profit earned by collecting traders.

All three shallot marketing channels at the Sabho Karya Alam Market are efficient. Patterns 1 and 2 have an efficiency of 58%, while Pattern 3 has a higher efficiency of 70%. Marketing can be considered efficient if the percentage of the price received by farmers from

the price paid by consumers exceeds 50%, and the study shows that all marketing channels meet this efficiency criterion.

The market behavior of shallots at the Sabho Karya Alam Market shows that payments are made in cash, with no credit or advance payments. The selling price of shallots is determined through competition among traders. Additionally, there is an agreement between farmers and collecting traders to sell all harvests to the collecting traders, although no formal agreement exists regarding the volume or fixed price.

Recommendations

Based on the research on shallot marketing at the Sabho Karya Alam Market in Buton Regency, several recommendations can be provided to improve marketing efficiency and the welfare of market participants, including farmers, collecting traders, and retailers:

1. Enhancing Cooperation between Farmers and Retailers. The first recommendation is to strengthen cooperation between farmers and retailers. This can be achieved through clear supply agreements, transparent pricing, and direct purchases of shallots from farmers. Better cooperation can allow farmers to secure better prices for their products, while retailers can reduce intermediary costs and increase their profits. Moreover, the government or relevant institutions can facilitate stronger partnerships between farmers and traders.
2. Reducing Intermediaries in the Marketing Channel. The research shows that the longer the marketing channel, the higher the costs incurred by market participants. Therefore, a key policy should be to minimize the number of intermediaries in the shallot distribution channel. By reducing the involvement of collecting traders, farmers and retailers can secure higher margins and reduce marketing costs. Fauzi (2015) also stated that fewer intermediaries in the marketing channel lead to more efficient distribution, which will in turn increase profits for market participants.
3. Improving Product Quality and Post-Harvest Processing. Farmers are advised to continue improving the quality of shallots produced, including cleanliness, size, and taste. Improving quality will support product competitiveness in the market and enable higher selling prices. Additionally, farmers should engage in post-harvest processing training to extend shelf life and improve the quality of products delivered to consumers. The use of technology in post-harvest processing can also help improve the quality of the products sold.

4. Efficient Marketing Cost Management. Traders at Sabho Karya Alam Market are encouraged to be more efficient in managing marketing costs, particularly transportation and packaging costs. This can be done by selecting more efficient transportation routes, optimizing the use of sacks and plastic bags, and improving overall distribution processes. Reducing wasteful expenditures will allow traders to increase their profit margins.
5. Developing Digital Marketing. In the digital age, traders can utilize e-commerce platforms and social media to expand their market reach. By leveraging technology, market participants can reach a broader customer base, both locally and nationally. Therefore, it is recommended that traders start developing digital marketing skills, such as using social media to promote their products and considering online sales channels.
6. More Intensive Extension and Training Programs. The government and relevant institutions are advised to provide more extension and training programs for farmers and traders on more effective marketing techniques, cost management, and how to improve distribution efficiency. Better knowledge of marketing and financial management will help market participants make better decisions to improve their profits. Fauzi (2015) also emphasized the importance of training to enhance the capacity of market participants to run their businesses more efficiently and profitably.
7. Implementing More Stable Pricing Policies. Price determination based on competition among traders at the Sabho Karya Alam Market can be beneficial in some conditions. However, highly fluctuating prices can harm consumers and farmers. Therefore, there needs to be a more stable and fair pricing policy. The government and trader associations can collaborate to create flexible pricing policies based on objective market analysis. This will maintain a balance between fair prices for consumers and profitable prices for farmers and traders.
8. By implementing these policies, it is expected that market participants at Sabho Karya Alam Market in Buton Regency can achieve sustainable profit growth, improve distribution efficiency, and create a more stable and profitable market for all involved parties.

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