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EFFICIENCY STUDY OF QUAIL EGG MARKETING SYSTEM AT CV. DJION PUYUH IN SUMBA OPU DISTRICT GOWA REGENCY

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ABSTRACT

The objective of this study was to analyze the marketing channel system, marketing efficiency, and farmers' share in the marketing of quail eggs at CV Djion Quail in Somba Opu District, Gowa Regency. The data analysis methods used in this study were qualitative and quantitative analyses. The marketing channels and the characteristics of marketing institutions involved in quail egg marketing were identified through direct interviews with quail egg producers and the distribution channel institutions involved. Marketing function analysis was used to examine the marketing functions performed by each marketing institution in the established quail egg marketing channels, including exchange functions. Marketing margin was defined as the difference between the price paid by consumers and the price received by producers. The marketing system implemented at CV Djion Puyuh in Somba Opu District, Gowa Regency, consisted of two marketing channels, each of which demonstrated a good level of marketing efficiency. This was indicated by a farmers' share value of more than 50%, reaching 93 %. The R/C ratio value was greater than one, indicating that total revenue exceeded total costs. The higher the R/C ratio, the higher the level of marketing efficiency achieved by the enterprise. A marketing system is considered efficient if the profit–cost ratio is greater than one, and inefficient otherwise. The profit–cost ratio (R/C) of retailers, with a profit of IDR 2,000 and marketing costs of IDR 12,000, reached 16%..

Keywords: Quail, Marketing Channels, Marketing Efficiency, Farmers' Share, Profit–Cost Ratio

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INTRODUCTION

Indonesia is one of the countries that makes sector farm as part important in economy national . The role of the sector This No only seen from his contribution to Product Gross Domestic Product (GDP), but also from his abilities in provide animal protein sources for community . Fulfillment animal protein requirements the play a role strategic in support the realization of a Safe, Nutritious , Balanced and Sustainable Food Pattern , as well as

achievement Community Nutrition Hope Plan (RGH) . Therefore that sector farm own vital role of both from side resilience food and as opportunity potential business for community (Ministry of Agriculture , 2022). One of the subsector a growing farm and has prospects Enough Good is farm poultry . Among various type poultry , birds quail (Coturnix coturnix japonica) is returned commodities is in demand by the public . This is caused by several superiority quail , including age relative production short , level productivity high egg count , as well as efficiency good maintenance . Quail start lay eggs at the age of around 40–45 days and capable production in a way continuous until more from One years , so that make it as one of the poultry producer potential eggs after chicken laying hens (Hidayat et al., 2021).

According to Sari et al . (2021), business cultivation bird quail is one of the activity farm featured Because capable produce valuable eggs and meat nutrition tall as well as potential as source food animal alternative . Eggs quail become choice public as animal protein sources besides egg chicken race and eggs free-range chickens that have more formerly known wide . Although Thus , the level marketing egg quail Still relatively low If compared to with egg chicken race , good from both volume and side market reach . Conditions This show that development business quail Still own great opportunity For improved , especially through repair system marketing (Putri et al., 2023). Ardhiana et al . (2023) stated that low Power competition something product farm often caused by the system marketing that has not been efficient . Efficiency marketing achieved if product can distributed from manufacturer to consumer with minimal cost without reduce quality products , as well as capable give fair profit for all over perpetrator marketing . System efficient marketing will create distribution proportional costs and benefits between producers , institutions marketing , and consumers (Yunita et al., 2024).

Activity marketing own role important in determine success something business farm . Farah and Syahmidarni (2025) stated that marketing is activity economy that aims distribute product from manufacturer to consumer end through various channel marketing . In marketing egg quail , there are a number of institution marketing involved so that influence formation price , cost marketing , and the profits received by each actor . Therefore that , analysis efficiency marketing become very important For know performance channel marketing that is formed . According to Fitri et al . (2024), efficiency marketing can analyzed through a number of indicators , including marketing margins , farmer's share, and ratio profit to cost marketing . Farmer's share shows percentage price received manufacturer compared to with price paid consumer end . The more big farmer's share value , then the more efficient system marketing the Because manufacturer get part higher price big .

Based on description mentioned , it is necessary done study about efficiency system marketing egg bird quail , especially on CV Djion Quail in Somba Opu District , Gowa Regency . Research This expected can give description about channel marketing used , level efficiency system marketing , as well as the amount of farmer's share received manufacturer.

METHODS

Study This held in the month December 2022 to January 2023 at CV Djion Quail in Somba Opu District , Gowa Regency . Type of research used is study descriptive with approach qualitative and quantitative approaches qualitative used For describe channels and institutions marketing egg quail , while approach quantitative used For study efficiency system marketing through calculation of marketing margins , farmer's share , and ratios profit to cost marketing (R/C). Population study is all over the perpetrators involved in marketing egg quail at CV Djion Quail . Determination sample done use method judgment sampling with amount respondents as many as 30 people, producers , consisting of of 10 traders collectors , and 20 consumers . Identification institutions and channels marketing done with method snowball sampling .

Type of data used includes qualitative data in the form of information channels , functions , and roles institution marketing , as well as quantitative data in the form of price , cost marketing , sales volume , and profits . Data obtained from primary data through interview structured and observational , as well as secondary data from document companies , agencies related , and literature scientific . Data analysis was carried out in a way descriptive qualitative and quantitative , including analysis channels and functions marketing , marketing margin analysis (MP = Pr − Pf), analysis farmer's share (FS = Pf / Pr × 100%), as well as analysis ratio benefits and costs marketing (R/C). Efficiency system marketing assessed based on relative marketing margins low value farmer's share more than 50%, and the R/C ratio is more big from 1.

RESULT AND DISCUSSION

CV Djion Makassar Quail is business farm bird standing quail since 2002. This business initially developed in Lembang, Bandung, with population beginning around 200 heads and experienced improvement up to 8,000 head in 2006. In 2007 , the effort This return developed with population beginning around 1,000 and continuing experience growth until reached 16,000 in 2010. In the month of December 2014, Mr. Widjiono open branch business in Makassar City located on Jalan Talasalapang , District Rappocini , with the name Djion Makassar Quail . Along with increasing population quail and development area around which is increasingly dense , location business moved to the Macanda region in February 2015. Activities CV Djion business Makassar Quail includes cultivation , maintenance , and post-harvest bird quail . Since 2015 to 2020 , the population cattle Keep going experience improvement , with amount maintenance reach around 15,000 heads bird quail active and around 2,500 individuals allocated For activity hatchery . This business focused on production egg quail as commodities main and become one of the business units farm Quail that thrive in the Makassar area and its surroundings.

Channel Marketing

Channel marketing egg quail used by CV Djion Quail consists of on two patterns , namely marketing direct to consumers and marketing No direct through trader retailers . On the channel marketing No directly , eggs quail produced marketed through trader retailers located in traditional markets . Marketing process egg quail from CV Djion Quail until until to consumer end involving a number of institution marketing , namely CV Djion Quail as manufacturers , traders retailers and consumers end . Channel pattern marketing egg quail used by CV Djion Quail presented in Figure 1.

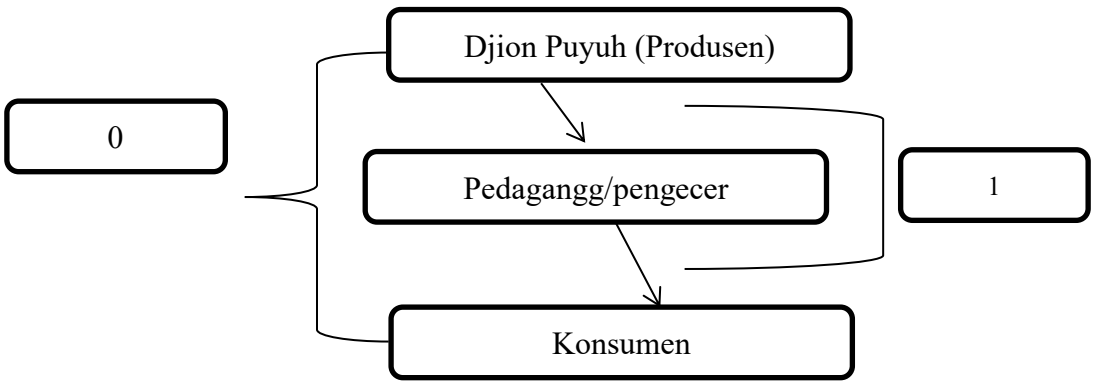


Figure 1. Channel CV Djion Marketing Quail

Channel level First involving CV Djion Quail as producers who market egg quail to trader retailer . Selling price egg quail at the level manufacturer Rp. 27,000 per shelf . With cost production Rp. 14,400 per rack , CV Djion Quail get profit Rp. 12,600 per rack . Channel level zero is channel marketing direct from manufacturer to consumer end without through intermediary . On the channel this , egg quail for sale with price Rp. 29,000 per shelf in accordance market price , so that manufacturer get profit Rp. 2,000 per shelf .

Marketing Margin.

Marketing Margin. Marketing margin is difference between costs paid by the shopper and costs recognized by the manufacturer . Advantages promotion egg quail from CV Djion Quail in all The channels displayed are presented in the table.

Table 1 Price margin egg CV Djion quail Quail .

Description Marketing	Price/Shelf	Price Margin
Manufacturer Selling Price	Rp. 27,000	Rp. 2,000
Trader Retail Selling Price	Rp. 29,000	

Source : Primary Data, 2023

Looks that cost edges in offices show off including CV Djion quail and traders retail to buyer with mark show off Rp . 2,000.00/ rack superiority promotions received trader .

Table 2. Marketing margin egg quail on the channel CV Djion marketing Quail .

Marketing Institution (Producer)	Price (Rp/ rack)	Distribution (Rp/ rack)	Margin	Farmer's Share
Cost Production	Rp. 14,400			
Selling price	Rp. 27,000	Rp. 12,600		93%
Profit	Rp. 12,600			
Traders / retailers				
Purchase price	Rp. 27,000			
Cost Marketing	Rp. 12,000			
Selling price	Rp. 29,000			
Profit	Rp. 2,000			

Source : Primary Data, 2023.

CV Djion Quail involving a number of institution marketing in the distribution process egg quail , namely CV Djion Quail as manufacturers , traders retailers and consumers end . The marketing margin formed of Rp. 12,600 per shelf , while mark *farmer's* share obtained reached 93%. Based on mark said , the system marketing egg quail at CV Djion Quail can assessed efficient Because mark *farmer's* share obtained more from 50%. This is in line with Downey's (1992) opinion states that system marketing categorized efficient if mark *farmer's share* ≥ 40%, whereas mark *farmer's share* ≤ 40% indicates system marketing that is not efficient .

Price Share (***Farmer's Share***)

Farmer's share is percentage price received by producers compared to with price paid by consumers end in something system marketing . Analysis *farmer's share* done with compare price at level manufacturer with price at level consumer end For evaluate level efficiency marketing . The more big mark *farmer's share* , increasingly efficient system marketing that is

formed . Calculation *farmer's share* done with share price received manufacturer with price paid consumer end , then multiplied by 100%.

$$\mathbf{SPf} = \frac{\mathbf{Rp.27.000}}{\mathbf{Rp.29.000}}\mathbf{x100}$$

SPf = 93.10%

Ratio Benefits and Costs R/C marketing

Candra et al (2012), wages expansive trade No Keep going continuously reflect level effectiveness high trade . In order to determine skills trade, can be used testing R/C proportion. The R/C proportion is an abbreviation for Return on Capital, or the proportion between income and expenses. A trading can be stated achieved or Still in level effectiveness If mark R/C proportion is higher from one , namely in matter awards received The same with more stands out 56 than taken full. , so that the more noticed price R/C proportion then the more also prominent level productivity something company.

$$\mathbf{Profit/Cost\ Ratio}(\%) = \frac{\mathbf{Profit\ (\pi)}}{\mathbf{Marketing\ Costs\ (Ci)}}$$

Ratio R/C profit and cost (%) of traders / seller with 2,000 profit divided cost marketing 1,2000 x 100 is 16%.

$$\frac{\mathbf{2.000}}{\mathbf{12.000}}\mathbf{x100} = \mathbf{16\%}$$

CONCLUSION

Based on results study about efficiency marketing egg quail at CV Djion Quail in Somba Opu District , Gowa Regency , can concluded that system marketing egg applied quail use One channel marketing main . Channel marketing the involving CV Djion Quail as manufacturers , traders retailers and consumers end . Analysis results show that system marketing egg quail at CV Djion Quail classified as efficient . This is indicated by the value farmer's share reached 93 %, namely more big of 50%, which indicates that manufacturer get part relative price large . In addition , the value ratio profit and cost (R/C) more from one , which shows that activity marketing give profitable and worthy in a way economy . The profits obtained trader retailer Rp . 2,000 per rack with ratio profit to cost marketing by 16%, which indicates that activity marketing walk in a way efficient.

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