

Analysis of the marketing channel of cayyee cayme in the village Lalemba lawa district, west muna district

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Abstract

This research aims to determine the marketing channels for cayenne pepper, profits, margins, costs and marketing efficiency of cayenne pepper in Lalemba Village, Lawa District, West Muna Regency. The results of this research show that there is 1 marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency, namely: Farmers, Traders, Collectors Consumer. The marketing margin for the channel is IDR 10,000/Kg. Meanwhile, the profit from the marketing channel is IDR 6,953.4/Kg or the total profit for a month is IDR 1,043,010 Kg, this is because the marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency only has one marketing channel. The results of this analysis show that the percentage share of the price received by farmers (Farmer's Share) from the marketing of cayenne pepper in Lalemba Village, Lawa District, West Muna Regency is efficient, indicated by an FS value above 50%, namely FS = 84%.

Keywords: Marketing Channels, Cayenne Pepper

INTRODUCTION

Marketing activities are activities that are very complete, including the process of collecting products from farmers, packing, storing, distributing, including selecting marketing channels. Marketing efficiency can be seen from the accumulated costs of all these processes. The marketing system will be more efficient if all these activities are carried out with minimum costs. An efficient marketing system will encourage low

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marketing margins so that increased income for producers, relatively cheap prices for consumers and normal profits for marketing activities will be achieved. A marketing system is said to be efficient if all marketing activities include commodity collection activities at the farmer level (spread over a fairly wide area), commodity packaging, transportation.

The chili marketing channel or chain depends on the number of marketing institutions involved in marketing from farmer producers to consumers. The price difference between the price paid by consumers and the price received by farmers (marketing margin) will be greater if marketing channels are always sustainable. Based on existing marketing channels, the position of farmers in bargaining can be seen, namely by looking at the size of the contribution or share of the farmer's price to the price paid by consumers.

If the marketing channel is longer, the share of the price received by farmers is quite large, then producer farmers who cultivate chilies will intensify their farming efforts (Zahari Zen, 2010).

Southeast Sulawesi Province, the agriculture, plantation and horticulture sectors are still the leading sectors that support the lives of the people in Southeast Sulawesi. Of these three sectors, it is still a priority for local revenue (PAD), and West Muna Regency, especially Lawa District, is one of the central areas for the marketing channel for cayenne pepper compared to other districts with the land conditions being mostly dry land with quite high clay content. So with this, the people of Lawa District are able to utilize the potential of existing natural resources.

Even though the marketing of cayenne pepper in West Muna Regency, especially in Lalemba Village, Lawa District, is only in a few traditional markets, its potential is also to make an important contribution to the income of the people of Lalemba Village, Lawa District, but until now the marketing has been uncertain so it tends not to provide adequate economic prosperity for the community. Lalemba Village, Lawa District. Therefore, it is necessary to have an efficient marketing channel for cayenne pepper. The basic problem faced by cayenne pepper farmers in Muna Regency, especially the people of Lalemba Village, Lawa District, is that farmers' marketing channels are weak in marketing the products they have produced because access to market information causes farmers not to control the development of market segmentation in a sustainable manner.



RESEARCH METHODS

This research was carried out in Lalemba Village, Lawa District, West Muna Regency in April-August 2021, Lalemba Village, Lawa District, West Muna Regency, namely in Lalemba Village, determined using purposive sampling. The population of this research are traders consisting of collecting traders, wholesalers, retailers and farmers. The trader samples were taken entirely intentionally, while the farmer samples were snowballed, namely obtained from traders who bought cayenne pepper from farmers. Sampling of marketing institutions (collectors, wholesalers and retailers) was determined using the snowball sampling method. The snowball sampling method is a technique for determining respondents in a chain by asking for information from people who have been interviewed or contacted previously and so on. Data analysis was carried out descriptive qualitative and quantitative. Quantitative analysis is by analyzing the marketing channels for cayenne pepper and the size of the marketing margin.

RESULTS AND DISCUSSION**Population Condition Based on Age Group and Gender**

The population in Lalemba Village in 2021 was recorded at 1219 people (350 families), consisting of a male population of 590 people and a female population of 629 people. The population situation based on age group and gender can be seen in table 1.

Table 1. Population Condition According to Age Group and Gender in Lalemba Village Lawa District, West Muna Regency, 2021

Age group (Year)	Gender		Amount (Soul)	Percentage (%)
	Man	Woman		
0-15	153	172	325	29.79
16-55	363	340	703	64.44
<55	37	26	63	5.77
Amount	553	538	1091	100

Source: Lalemba Village Office, 2021

Based on Table 4.1, it shows that the majority of the population in Lalemba Village is of productive age, ranging from 16-55 years old, with a total of 703 people or the equivalent of 64.44%. The remainder are of less productive age, 0-15 years with a total of 325 people or the equivalent of 29.79% and those aged over 55 years are 63 people or



the equivalent of 5.77%. This is in accordance with the opinion of Soeharjo and Patong (1984), where the criteria for whether a person's age is productive or not are divided into three groups. This group includes those aged 0-15 years who are said to be unproductive, aged 16-55 years who are in the productive age category and finally the age group above 55 years who are considered to be in the unproductive age category.

Population Condition Based on Education Level

Circumstances Population Based on Education Level can be seen in table 4.2

Table 2 Population Condition Based on Education Level in Lalemba Village, District West Muna Regency Lawa, 2021

No	Level of education	Number (Souls)	Percentage (%)
1	Not completed in primary school	40	5.80
2	Completed elementary school/equivalent	323	46.81
3	Completed junior high school/equivalent	87	12.61
4	Completed high school/equivalent	144	20.87
5	Bachelor degree)	87	12.61
6	Bachelor s2)	9	1.30
Amount		690	100

Source: Lalemba Village Office, 2021

Table 2 shows that the majority of the population in Lalemba Village, namely 323 people or 46.81% have completed elementary school, thus Lalemba Village has sufficient resources, this condition will of course directly influence the way of thinking, especially in terms of decision making. in business or in other activities.

Population Condition Based on Livelihoods

The situation of the population according to livelihood can be seen in Table 3.



Table 3 Number of Population Based on Livelihoods in Lalemba Village, District West Muna Regency Lawa, 2021.

No	Types of Livelihood	Number (Souls)	Percentage (%)
1	Farmer	525	43.07
2	No/Not yet working	66	5.41
3	Trader	5	0.41
4	Honorary	46	3.77
5	IRT	24	1.97
6	Private sector employee	4	0.33
7	Entrepreneur	38	3.12
8	Student/Students	475	38.97
9	Fisherman	1	0.08
10	Retired	6	0.49
11	Civil servants	27	2.22
12	POLHUUT	1	0.08
13	POLRI	1	0.08
Amount		1219	100

Source: Lalemba Village Office, 2021

Table 3 shows that the source of livelihood of the people in Lalemba Village is very diverse for each person, not the majority of the population, some of the residents in the research location have their livelihood as farmers with a total of 525 people or the equivalent of 43.07%, apart from being farmers in the Village community Lalemba also has a livelihood as a student with a population of 475 people or the equivalent of 38.97%.

Respondent's Age

The number of cayenne pepper farmer respondents by age group in Lalemba Village, Lawa District, West Muna Regency can be seen in table 4.

Table 4 Number of Cayenne Pepper Farmer Respondents Based on Age Group in Village Lalemba Lawa District, West Muna Regency, 2021.

Age group (Year)	Amount (Soul)	Percentage (%)
27-53	5	100



Amount	5	100
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Source: Processed Primary Data, 2021

Table 4 shows the results of the research that the age of the cayenne pepper farmer respondents is 100% or all 5 of the cayenne pepper farmer respondents are aged 27-53 years and are of productive age and if they are older than that, they are categorized as non-productive age, resulting in no production of cayenne pepper. stable. This is in line with the opinion of Soeharji and Patong (1984), who said that the productive age category starts from 27-53 years and the rest fall into the non-productive age category.

Respondent's Education Level

The number of cayenne pepper farmer respondents based on education level in Lalemba Village, Lawa District, West Muna Regency can be seen in table 5

Table 5 Number of Cayenne Pepper Farmer Respondents Based on Education Level in the Village Lalemba Lawa District, West Muna Regency, 2021.

No	Level of education	Number of Respondents	Percentage (%)
1	Elementary school graduate	1	20
2	Graduated from junior high school	1	20
3	High school graduate	3	60
Amount		5	100

Source: Processed Primary Data, 2021

Based on Table 5, it shows that of the 5 respondents, formal education was dominated by Senior High School (SMA) with 3 people or 60%, and Elementary School (SD) with 1 person or 20%, while for Junior High School level (SMP) by 1 person or 20%. The educational level of most of the respondents was only at High School (SMA) level, this is not an obstacle in carrying out cayenne pepper farming, because cayenne pepper farming activities do not require certain skills that must be obtained through formal education.



Number of Family Dependents

Number of Respondents of Cayenne Pepper Farmers Based on Number of Family Dependents in Lalemba Village, Lawa District, West Muna Regency can be seen in table 6.

Table6. Number of Cayenne Pepper Farmer Respondents Based on Number of Dependents Families in Lalemba Village, Lawa District, West Muna Regency, 2021

No	Number of Family Dependents	Number (Souls)	Percentage (%)
1	1-4	2	40
2	>4	3	60
Amount		5	100

Source: Processed Primary Data, 2021

Based on Table 6, it shows that the number of family dependents in Lalemba Village is the highest, namely >4 people, which can be categorized as large family dependents with a total of 3 people or 60%, and 1-4 people in small families with a total of 2 people or 40 %. This is in accordance with the opinion of Soeharji and Patong (1984), who see the size of family members as 1-4, which is included in the small family category and >4 is included in the large family category.

Experience in Farming Cayenne Pepper

The business experience of cayenne pepper entrepreneurs in Lalemba Village can be seen in table 7 below (Soeharjo and Patong, 1984).

Table 7 Experience of Cayenne Pepper Farming in Lalemba Village, Lawa District West Muna Regency, 2021

Business Experience (Year)	Amount (Soul)	Percentage (%)
<5	1	20
5-10	4	80
Amount	5	100

Source: Processed Primary Data, 2021



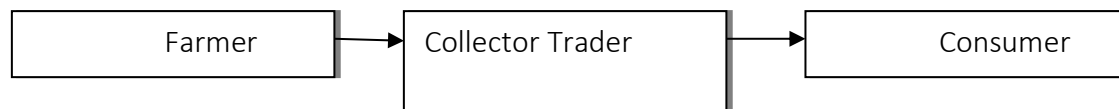
Based on the data in Table 7, it shows that the experience of farmers is dominated by farmers who are quite experienced in farming cayenne pepper, namely 5-10 years (quite experienced) at 80%, while farmers who have experience in farming cayenne pepper are under 5 years (less experienced) at 20%. 1 person or 20%, with this, farmers in running their business have enough experience to see opportunities and minimize existing risks and losses.

Characteristics of Collector Traders

- a. Age of Collecting Traders
- b. Level of education
- c. Gender
- d. Business Experience

Cayenne Pepper Marketing Channel Pattern

For more details regarding the marketing channels for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency, see Figure 2.



Based on the picture above, it is known that there is only one type of marketing, which is a one-level marketing channel, because this marketing channel only uses one institution, namely collecting traders. The cayenne pepper farmers come from Lalemba Village and the collecting traders take the cayenne peppers directly using cars and motorbikes. In the marketing channel for cayenne peppers, they only use one channel because from the results of a survey I conducted from 5 respondents of cayenne pepper farmers, they all partner with taste. trust each other without having physical evidence in the form of a signature letter for the purchase contract for cayenne pepper farming so that their farming produce is directly taken by the partner.

Purchase Volume and Sales Volume of Cayenne Pepper

The greater the capital a trader has, the greater the volume of purchases and sales volume that will be made. The following is the purchase volume and sales volume in Table 8.

Table 8 Purchase Volume and Sales Volume of Cayenne Pepper at Collecting Traders in Lalemba Village, Lawa District, West Muna Regency, 2021

Trader	Purchase Volume (Kg)	Percentage (%)	Sales Volume (Kg)	Percentage (%)
PP	150	100	150	100

Source: Processed Primary Data, 2021

Information: PP = Collector Trader

Table 8 shows that the purchase volume and sales volume are the same because each collecting trader when marketing cayenne pepper to consumers always sells out according to the purchase volume of 150 Kg, so each collecting trader prepares a purchasing volume of 150 Kg which will be sold in certain markets such as the market. Matakidi, Lawa market and Lasosodo market.

Marketing costs for cayenne peppers by traders in marketing cayenne peppers from farmers to final consumers are in Table 9.

Table 9 Average Cost of Marketing Cayenne Pepper in Lalemba Village, Lawa District West Muna Regency, 2021

No	Fee Type	(Rp)	Percentage kg
1	Wrap	17,000	4
2	Retribution	50,000	12
3	Risk	6,000	1
4	Transportation	350,000	83
Amount		423,000	100

Source: Processed Primary Data, 2021

Based on Table 9 it shows that the total costs incurred by traders in marketing cayenne pepper from farmers to consumers are IDR 423,000. The largest costs are transportation costs of IDR 350,000 or 83%, while the lowest costs are risk costs of IDR 6,000 or 1%.



Marketing Profits and Margins of Cayenne Pepper

This marketing channel only involves one marketing institution which includes farmers → collecting traders → consumers because farmers collaborate with traders so that the traders collect the harvest directly.

Table 10 Costs, Margins and Profits of Marketing Cayenne Pepper in Lalemba Village Lawa District, West Muna Regency, 2021

No	Description	Rp/Kg	Fs %
1	Farmer Selling Price at Farmer level	50,000	
2	Collector Trader		
	a. Purchase price	50,000	
	b. Marketing Costs	340	
	1) Wrap	333.3	
	2) Retribution	40	
	3) Cost of Risk	2,333.3	
	4) Transportation	3,046.6	
	c. Total Marketing Costs	10,000	
	d. Marketing Margin	6,953.4	
3	e. Marketing Benefits	60,000	84
	f. Selling price		
	<i>Famer's Share</i>		

In Table 10, it can be seen that there is only one marketing institution, namely collecting traders. The selling price at the farmer level is the price set by farmers for collecting traders in determining the selling price of IDR 50,000/Kg where the selling price is obtained directly from the farmers themselves. The purchasing price for cayenne pepper from collecting traders to farmers is IDR 50,000/Kg and the selling price at the farmer level is the same as the purchasing price from collecting traders at IDR 50,000/Kg. However, the selling price at the collecting trader level is IDR 60,000/Kg, which is different from the buying price for cayenne pepper from farmers of IDR 50,000/Kg. This is because to gain large profits, collecting traders must increase the selling price of the cayenne pepper to farmers.



Marketing costs are all costs from the time the product is produced and stored in the warehouse until the product is converted back into cash (Mulyadi, 1991). The marketing costs incurred by the collecting traders are IDR 3,046.6/Kg, each consisting of packaging costs of IDR 51,000 divided by the purchase volume of 150 Kg, which is IDR 340/Kg, the levy fee is IDR 50,000/Kg divided with a purchase volume of 150 Kg, the amount obtained is Rp. 333.3/Kg, the risk cost of Rp. 6,000 divided by the purchase volume of 150 Kg is obtained at Rp. 40/Kg, and the transportation cost of Rp. 350,000 divided by the purchase volume of 150 Kg is obtained at Rp. 2,333.3/Kg. The highest marketing costs are transportation costs, while the lowest costs are depreciation costs. The amount of marketing costs will affect marketing margins and marketing profits.

Marketing margin is the difference in the price of a good received by producers and the price paid by consumers, which consists of costs for distributing/marketing and profits from marketing institutions. (Surni, 2015). The marketing margin obtained by the collecting farmer is IDR 10,000/Kg, where from the calculation results between the selling price at the collecting trader level of IDR 60,000/Kg minus the selling price at the farmer level of IDR 50,000/Kg and deducting the risk cost of IDR 40 to obtain marketing margin of IDR 10,000/Kg.

Marketing profit is the difference between revenue and marketing costs incurred (Arbi et al., 2018). The profit from this marketing channel is IDR 6,953.4/Kg where the results are obtained from a marketing margin of IDR 10,000/Kg minus marketing costs of IDR 3,046.6/Kg to obtain IDR 6,953.4/Kg. This is because the marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency only has one marketing channel, where when compared with research from (Ayu Purnama Sari, 2010) the profit obtained is IDR 6,953.4/Kg because of that marketing channel. Itself involves a marketing institution from farmers to trader collectors and then to consumers. The total profit obtained was IDR 1,043.

According to Mulyadi 2011, "In principle, the selling price must be able to cover full costs plus a reasonable profit. The selling price is equal to production costs plus mark-up. The selling price determined by the collecting traders is IDR 60,000/Kg. This is because the selling price of cayenne pepper must be greater than the selling price at the collecting trader level compared to the selling price at the farmer level so that the collecting trader can make a profit.



Marketing Efficiency (Famer's Share)

Famer's Share or the share received by farmers is a percentage comparison of the price at the farmer level with the price at the consumer level (Arbi et al., 2018). The percentage of price received by cayenne pepper farmers from the total price paid can be used as a measure of marketing efficiency. If the share of the price received by farmers is <50% then the marketing channel is not yet efficient and conversely if the share of the price received by cayenne pepper farmers is >50% then the marketing channel is efficient. To find out more details, see the table below.

Table 11 Percentage of Price Share received by Farmers (Famer's Share) through Cayenne Pepper Sellers in Every Marketing Channel in Lalemba Village Lawa District, West Muna Regency

Marketing channel			<i>Famer's Share</i>
Farmer	Collector Trader →	Consumer	84%

Based on Surni (2015), to determine marketing efficiency using the formula $FS = 1 - M/He \times 100\%$ with the criteria $FS < 50\%$ means the marketing channel is not yet efficient, whereas if $FS > 50\%$ it means the marketing channel is running efficiently. By looking at the results of the analysis in Table 4.13, it shows that the famer's share in the marketing channel received by respondent farmers is 84%, where the results are obtained from a marketing margin of IDR 10,000/Kg and the price received by consumers is IDR 60,000/Kg, so the calculation to produce Famer's Share is one minus the division between the marketing margin and the price received by consumers multiplied by 100%, so the result is 84%, which means that the marketing of cayenne peppers in this marketing channel is included in the efficient criteria.

CONCLUSIONS AND RECOMMENDATIONS**Conclusion**

Based on the results of research and discussion of marketing analysis in Lalemba Village, Lawa District, West Muna Regency, the following conclusions can be drawn:

1. The marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency only has one marketing channel Collecting traders take the cayenne pepper directly to farmers using vehicles such as cars and motorbikes, then the collecting traders sell it back to the Matakidi, Lawa and Lasosodo markets.



2. Marketing profits from marketing channels are IDR 6,953.4/Kg. And total profit of IDR 1,043,010. Whereas for the margin on this marketing channel is IDR 10,000/Kg.
3. The marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency is running efficiently. This is shown by the Farmer's Share (FS) value of 84%.

Suggestion

Based on the research results, the marketing channel for cayenne pepper in Lalemba Village, Lawa District, West Muna Regency only has one marketing channel because farmers collaborate with traders, so the suggestion that can be made to farmers is that farmers can increase the quantity and quality of their farming so they can get better profits. large, and for farmers and other cayenne pepper market players to carefully understand market information to understand aspects of price, quantity and product quality.

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