



Analysis of marketing efficiency of shallot (*Allium ascalonicum* L.) in Karanganyar Regency



INTRODUCTION

Karanganyar reached the total production of 31,260 tons for shallot in 2020. But unfortunately, there are more of shallot farmers than the big traders, so that the position of farmers is as price receivers, not as a price takers. This condition will lower the price paid by the final consumer, so farmers receive small income. Another problem is that farmers still need facilities from traders to distribute their products to the final consumer so that the marketing funnel becomes long, but this causes the prices received by farmers to be lower and the inefficiency marketing funnels instead.



METHODOLOGY

- This research was held in The District of Ngargoyoso and Tawangmangu which specifically in some villages such as Blumbang, Kalisoro, Segorogunung, and Berjo
- The data collection was conducted through out questionnaire to 120 farmers and 16 traders with snowball sampling



RESULT AND DISCUSSION

Based on the data analysis, there are four Shallot Marketing Funnels.

Funnel I : Farmer → Market Trader → Retailer → Consumer

Funnel II : Farmer → Collector → Market Trader → Retailer → Consumer

Funnel III : Farmer → Collector → Market Trader outside the city → Consumer outside the city

Funnel IV : Farmer → Collector outside the city → Consumer outside the city



a) Marketing Margin

The marketing margin is obtained from the reduction of the selling price and the purchase price at each marketing agency.

- In funnel I, the largest margin is obtained by market traders with a percentage of 18.85%.
- In funnel II, the highest marketing margin in funnel II is for retailers with a percentage of 22.85%.
- In marketing funnel III, it can be seen that the highest marketing margin in funnel III is for middlemen with a marketing margin percentage of 8.03%.
- Marketing funnel IV is the marketing funnel with the least number of marketing agencies involved. In funnel IV, only one marketing margin is formed, namely for out-of-town collectors with a marketing margin percentage of 11.17%.

b) Farmer's Share

Farmer's share is an indicator used to determine the level of efficiency in each marketing.

- Farmer's share in marketing funnel I is 75.71%, funnel II is 63.52%, marketing funnel III is 86.41%, and funnel IV is 88.83%.
- Based on these results, it can be concluded that the largest farmer's share is obtained in marketing funnel IV while the smallest farmer's share is obtained in marketing funnel II.
- This is due to the length of the existing marketing chain. The more institutions involved will cause the marketing chain to be longer so that the share obtained by farmers will be less and vice versa.



Marketing Funnel	Price at Farmers Level (Rp/Kg)	Total Cost (Rp/Kg)	Total Margin (Rp/Kg)	Percentage of Marketing Margin (%)	Farmer's Share (%)
Funnel I	11.609,05	398,53	3.723,95	24,28	75,71
Funnel II	14.821,31	921,73	8.512,02	36,47	63,52
Funnel III	15.554,13	450	2.445,87	13,58	86,41
Funnel IV	13.324,09	225	1.675,91	11,17	88,83

Marketing Efficiency of Shallot at Each Funnel in Karanganyar



CONCLUSION AND SUGGESTION

The efficiency of shallot marketing in Karanganyar Regency can be seen from the marketing margin and farmer's share. The formed marketing funnel system has different marketing margin and farmer's share values. We can see that, the most efficient in this study was marketing funnel four, It has the highest farmer share value of 88,83% and occurs when shallot farmers sell products directly to final consumers. Farmers are better off offering shallots that are ready to be sold to the final consumer, so the price offered can be high.