

Nutmeg's "Myristica Fraggan Haitt" Marketing Chanel Pattern of Tanjung Sani Agam District

¹ DEVI ANALIA, ² FAIDIL TANJUNG, ³ SYOFYAN FAIRUZI, ⁴ RAMITA S. PIMURA

^{1,2,3} Fakultas Pertanian, Universitas Andalas Padang Sumatera Barat

⁴ Mahasiswa Fakultas Pertanian Universitas Andalas Padang Sumatera Barat
email: ¹ analia_devi@yahoo.com, ² faidilt@yahoo.com, ⁴ ramithasari@gmail.com

Abstract. The purpose of this examine and analyze research is to nutmeg's marketing channel pattern and to identify the marketing instutional function involves in marketing channel. The used method is survey and descriptive analysis. The survey is conducted by following the marketing channel pattern and the observation activity that is do by farmer as producers to middlemen or finar consumers. The result shows that 2 pattern of marketing channel are applied in location. First pattern marketing channel is farmers – man in village second patter marketing channel is farmers – whole saler. Their activity, according to marketing function consists of exchange function(selling and buying), phisic function (transportation, saving, sortation) and fasility (finance, market information, risk management).

Keyword: nutmeg, markleting channel, whole seller, man invillage

Introduction

Development priority is placed on economic development and focused on agricultural development. Agricultural sector can be useful to increase production to fill their food needs and the needs of the domestic industry as well as to increase exports, increase farmers' income, expand employment opportunities and encourage equal opportunity to be entrepreneurs. Plantation sector has an important role, especially in promoting prosperity people, the acquiring value and competitiveness, as well as optimizing the management of natural resources in a sustainable manner (Directorate General of Plantations West Sumatra Province, Annual Report, 2006).

Nutmeg is Indonesia native fruit, which is a plant fruit trees with high **herbitus**. These plants come from Banda and Maluku and spread to Java, during a trip to China the past Marcopollo Java in 1295 until tahun1271 nutmeg crop cultivation continues to spread to Sumatra (Analia, 2014).

The commodities are potentially capable

of supplying 60-75% of the world market share and has many benefits in the form of crude or derevative products. Nutmeg is the plant that has a comparative advantage because of long-lived natural and competitive enough to be relied upon to support the economic growth in the production areas. Nutmeg development comodity continue to increase both in acreage and crop productivity. Nutmeg corporation is generally a nutmeg farmer and has long cultivated (Zalukhu OM, 2013).

Main export market nutmeg Indonesia nutmeg main expert market (in terms of volume) are the Vietnamese, the United States, the Netherlands, Germany, and Italy. Indonesian nutmeg production in 2011 reached 15,793 tons, resulting from the production area of 118,345 hectares, mostly by smallholders is about 99 percent, by way of post-harvest handling is traditional with makeshift equipment (Sunanta, 1993).

Nutmeg plant parts that have high economic value fruits and maces are used as industrial materials, beverages, food, pharmaceutical and cosmetic. Key agent

Received: November 22, 2015, **Revision:** March 16, 2016, **Accepted:** June 23, 2016

Print ISSN: 0215-8175; **Online ISSN:** 2303-2499. Copyright©2016. Published by Pusat Penerbitan Universitas (P2U) LPPM Unisba Accredited by Kemenristekdikti, No.040/P/2014, valid 18-02-2014 until 18-02-2019

of nutmeg value chain are farmers and merchantments. Quantity of farmers are determinant of continuity of supply and quality nutmeg. But, The weaknees capacity of farmers during this makes a very weak position in the commercial chain of nutmeg, and results in lower income received by farmers (Sunanta, 1993).

Problems encountered in our country is the lack of desire to produce at the farm level, as well as no desire to hold a new plantings and other efforts to increase production as a percentage of the price received by farmers is relatively low compared with that received by the other groups. The percentage of low prices and the income received by farmers reduce the enthusiasm of farmers to production. This condition is caused by the lack of certainty resulting nutmeg marketing system price and supply is not as expected, so that farmers can only rely on existing traders in the area. The ability of farmers in the cultivation and processing of candied less (knowledge and tools support), resulting in poor quality of the resulting and the lack of access to market information and supporting institutions resulting in weak marketing system power players in the value chain nutmeg.

Most of the district of Agam is a land of 25,868.10 hectares of mixed planstation, 15256.62 hectares people planstation and 21462.86 hectares large estate, which used to grow a variety of crops such as oil palm plantations, oil palm, rubber, clove, leather sweet, coffee, gardamunggu, hazelnut, nut, cocoa, nutmeg, sugar cane, tobacco and gambir (Bappeda Agam and the National Land Agency, 2010).

Nutmeg production center in Agam is Tanjung Raya district precisely in Tanjung Sani Kanagarian which is have highest total production. Nutmeg production in 2013 in the District of 542 tons with a total area of 529 hectares (Tanjung Raya in Figures, 2013).

Agriculture nutmeg in Tanjung Raya generally subsistence, where the sale of nutmeg is used to meet household needs. Household needs are diverse and do not have their own distribution channels in sales revenue of production. Generally, Farmers sell nutmeg in accordance with the financial needs of farmers are recipientsof family. Price potitions are set by traders. So, regardless of the price fixed by traders, farmers will continue to sell their product.

The marketing system of nutmeg

farmers need a long time. Number of institutions involved in transactions affecting the short length of the chain marketing system. The short length of chain marketing system is characterized by the number of middlemen who traveled from farmers to consumers to finish that problem. It is necessary to study the pattern of nutmeg channel marketing system and marketing system functions performed by each - each institution involved in retail marketing system so that a visible image farmers and business institutions nutmeg.

This research is conducted in Kanagarian Tanjung Sani, Tanjung Raya Agam, West Sumatra with site selection is done intentionally (purposive), based on the consideration of commodity-producing areas in West Sumatra largest nutmeg. The study began in July 2015 until August 2015.

The method used in this research is sequence survey. This research is conducted by observing the pattern of channel marketing system nutmeg sample of farmers as producers in Nagari Tanjung Sani, Tanjung Raya and in trader.

Selected sample of farmers in the research area are chosen from the nutmeg sampling for stratifiedrandom sampling that divide the population into homogeneous groups called strata, and then drawn at random from each strata. Trader sample taken by a chain from farmers to traders sell / buy nutmeg from the study area.

The primary data is obtained by doing interviews using questionnaires to farmers and organizations that actively participate in the trading system trading system mechanism nutmeg and direct observation in field. The data are obtained from library research institutions and agencies on issues related to research.

Aspects and data variables collected are nutmeg channel marketing system and marketing system functions performed by each agency involved in the marketing business conduct nutmeg.

Tanjung Sani Agam District

Geographically the district of Tanjung Raya located in 100005-100016 East longitude and 0012-0025 south. Lintang Tanjung Raya district is located at an altitude of 100-1000 mdpl. Optimal hight for nutmeg crop is 500-700 meters above sea level. Tanjung Raya has a wide ± 244.03 km² consisting of nine

countries with the widest country is Nagari Tanjung Sani by ± 75.03 km² (Tanjung Raya in Figures, 2013).

Agam Area is 223,230 hectares. Most of the district of Agam is a land of 25,868.10 hectares of mixed garden, 15256.62 and 21462.86 hectares people's garden hectares large estate, which used to grow a variety of crops such as oil palm plantations, oil palm, rubber, clove, leather sweet, coffee, gardamunggu, hazelnut, nut, cocoa, nutmeg, sugar cane, tobacco and Gambir (Bappeda Agam and the National Land Agency, 2010). From a number of agricultural commodities cultivated by farmers, nutmeg is one of the commodities that pretty much worked out.

Marketing system channels of Nutmeg

Nutmeg channel marketing system in the area of research is done by tracing activities of business administration from farmers to traders end. The results of field observations reveal 2 channel marketing system of nutmeg that are: 1). Pattern I: Farmers → → Exporters PPD, 2). Pattern II: Farmers → → PAD → Exporters

Based on research conducted in the field, the number of farmers who sold nutmeg produced to PPD are 43.33% in the channel I. Some farmers also sold a total of 56.67% to the PAD. This is because the price offered is higher revenue from sales of PPD and close of the research place. Farmers can sell nutmeg - average of 5 kg - 15 kg in one of the selling price at the time the research is Rp 35,000 / kg. Farmers can choose and consider the appropriate sales nutmeg prices offered traders farmers depending on the circumstances at the time.

In the area of research known diminishing number of nutmeg plants decrease cause disease. Except nutmeg price fluctuations and can change erratically makes most of the farmers switched professions to floating cages (KJA) is more profitable today. The sales volume in Kanagarian Tanjung Sani nutmeg can be seen in Table 5.

No.	Pola Saluran Tataniaga	Volume Penjualan (kg)	Persentase (%)
1.	Pola Saluran I	560,90	32,39%
2.	Pola Saluran II	1170,86	67,61%
Total		1731,76	100,00%

It can be seen in Table 5. The total production of nutmeg farmers marketed to

the final consumer, ie exporters in Padang via PPD is 32.39%, and by farmers is 67.61%.

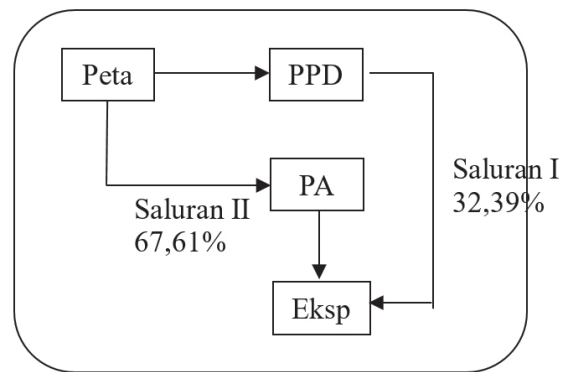


Figure 3
The Patern of Nutmeg Marketing System

In Figure 3. The percentage of nutmeg production by farmers samples are distributed to institutions other trading system to the final consumer (Exporter). In the figure the channel patterns dominant trading system by farmers in Tanjung Raya is a pattern of Channel II, namely Farmer - pad-Exporter of 67.61%. On the I channel pattern that Farmer - PPD - Exporter of 32.39%.

The institution of Commerce and functions of Marketing System

Institution of marketing system has the functions which is done to Nugmeg marketing system. The function consists of the exchange function, physical function, and facilities function that serve to facilitate the distribution of goods to the last customer.

The Functions of channel marketing system I Farmers

Business administration functions are performed by farmers average in a month with a total harvest of differents. Farmers can sell nutmeg in a number of 5-15 kg at a sale time. Farmers can sell nutmeg 2-3 times a month depending nutmeg sales generated during this harvest. This, also affected crop growing conditions because at the time there was some research review site plants that do not thrive or die because of diseases in plants.

Switching function exchange function which farmers are selling function nutmeg to traders around the study site. Farmers who sell nutmeg to PPD was 43.33%. On the sales made by traders, farmers are invited to the house and escorted to the merchant locations around the study area.

Based on information from farmers that will be invited to make the sale easier for farmers who do not take time, cost and availability factors for subscription between farmers and traders who have long since become accustomed.

Traders will usually come every Monday and Wednesday to the the farmhouse with the intention that has been known by the farmers themselves. Sale / purchase transaction made between farmers and traders with simple.

Offer - bid price is based on the level of dryness nutmeg sold / bought. Drought level nutmeg is seen by the white color clarity, light and hard to nutmeg. Out of the deal, the trader has the right to reduce the purchase price of nutmeg because dryness is less so traders must do more nutmeg processing that have not been dried in accordance with the market request. The price of selling candied nutmeg when it is dry Rp 35,000 / kg, nutmeg wet (moisture content 20-30%) for Rp 20,000/ kg.

Physical function

Physical function performed by farmers in the form of transportation functions, processing functions and storage functions. Transportation functions of farmers to transport harvested and brought to traders using the rental vehicle.

Processing functions that farmers are splitting and drying of harvesting nutmeg. nutmeg is harvested, collected in a container which is then performed fission flesh into 2 parts. Having found that blanketed nutmeg mace, then separated. Nutmeg is still shelled then smoked. Except smoked, nutmeg can also be dried in the sun to break through the shell easily. Nutmeg drying process do not direct touch with sunlight, just wind - aired for about 2-3 days, while fumigation is carried out only a short time approximately 1-2 hours. This will also affect the oil content if too long fumigation. Storage functions carried out by farmers to gather up enough nutmeg sold.

Facilities Function

Facilities function of farmers are funding function. Function here is the funding costs incurred by farmers in harvesting activities until nutmeg sold to storage traders. financing activity include transport costs incurred nutmeg nutmeg farmers to sell to distributors and equipment depreciation costs of knife/ machete used for fission nutmeg harvested.

Traders collector Village (PPD)

Village traders are traders who are in the centers of production of nutmeg and mace buy directly from farmers. Trades engaged in business conduct nutmeg was one person. Functions performed by the distributors in the village include: (1) The Exchange: The exchange made traders Village is the function of purchasing and sales functions. Purchases made at the place of business with sales receipts nutmeg delivered by the farmers themselves and were picked up by a merchant; (2) physical function: In the village doing physical traders transport function, the function of storage, sorting, packing and processing. Transport function was to purchase done nutmegs from farmers. Storage in village in the warehouse already prepared. Storadge using sacks to nutmeg saved enough to be resold to exporters. Nutmeg purchased from farmers and then sorted to separate dried nutmeg and not. This cause sales nutmeg can improve later and exporters more hight. Wet Nutmeg then processed by the drying up of nutmeg dry with shapes and colors which is prepared. Packing fungction for storage and packaging container candied nutmeg to make the sale so it does not need a large place for the storage; and (3) Facilities Function: facilities Function of nutmeg is done merchant market information and financing. Market information which is information related to the sale price of nutmeg and demand of resources and environment of market. Information obtained at the time of sale of nutmeg on exporters and news from mouth to mouth. If price received by traders when the USD 55,000/ kg, the prediction of the price of nutmeg for the months ahead oscillates between Rp 55,000/ kg. Underwriting risk Function associated with the price received by the water content of nutmeg at the time of sale. Functions related to financing costs incurred during the sales process is done. the costs is depreciation costs such us weights equipment, warehouses and vehicles.

Inter Regional Trader (PAD)

Inter-regional traders are traders who are in the centers of production of nutmeg and mace buy directly from farmers and from storage traders. Trading functions performed by merchants is a function of exchange, physical function and facility function. exchange trader function is a sell function and buy function. Buy function in question is the purchase of nutmeg farmers and traders in

the area of this research. Buying done in business place with sales receipts nutmeg delivered by the farmers themselves and were picked up by a merchant.

The functions performed by traders between regions which are: (1) *Physical function*. In physical function is a function of inter-regional trade, transport, storage, sorting, packing and processing. Transportation is made for the purchase of farmers. Nutmeg storage is conducted among traders in the warehouse district that has been prepared. Storage using sacks to nutmeg saved enough to be resold to exporters. Nutmeg are purchased from farmers and then sorted to separate wet and dry. Wet nutmeg then processed by drying. The process of drying and sorting, the merchant does not pay for the process of sorting and drying and packaging is done by traders with the husband. This is due to reduced costs and as a pastime activity while the absence of a sale / purchase of traders.

Packaging function for storage in container sacks. (2) *Function Facilities*. Function facilities of nutmeg is done merchant market information and financing. Market information which is information related to the sale price of nutmeg and demand of resources and environment of inter-regional merchant market. Financing functions related to costs incurred during the sales process is done. the cost of depreciation costs are weighing equipment, warehouses and vehicles.

Problems in trading system of Nutmeg

Nutmeg price is pressed by one person or one large trader (exporter) cause obstruction of the development of the farming nutmeg. Not only that, the problem of diseases that attack crops of nutmeg makes farmers to switch their operations to Keramba cage (KJA) but also the absence of clarity and help the further handling of the nutmeg crop they have. Effect of plant diseases also affect the production of nutmeg produced by farmers and farmers' lack of knowledge of standards and quality and nutmeg processing in accordance with market demand. As explained on aflatoxin content standards set by the European the Union 5 mg / kg and aflatoxin total of 10 micrograms / kg is a poison derived from a fungus that grows on nutmeg. The reason is the lack of hygiene, as well as the process of drying and storage conditions are less than perfect to nutmeg processing performed by

actors (traders) as well as from farmers. Aflatoxin is a carcinogenic effect on the quality of the production. Sale in fruit form and the price offered is not stable compared to sales in the form of refined oil at very good. This, cause the absence of oil processing equipment owned by farmers around the study area.

Problems in Village Distributors

In the village storage traders generally have difficulties in adjusting the quality standards and also affect the price of sell nutmeg. If the processing does not meet the standards, the prices received dropped yet, if nutmeg meets the desired quality standards, the price gets higher. Improved quality is one way traders to be able to raise the price of nutmeg, but it takes a long time and the additional costs - costs incurred for improving the quality of the nutmeg processing. One of that is oil processed from nutmeg. No one tolls to processing make traders sell their nutmeg without processing.

The less supply of nutmeg is also a problem faced by rural traders. This is due to diseases that attack plants thereby reducing the amount of nutmeg production. The conversion of the efforts made by farmers associated with the effect of price.

If attractive prices farmers seek to increase the number of plants that also produce more fruit production, otherwise if prices become unattractive (off) then they transferred their business to business KJA (floating cages).

At the nutmeg plant owned by farmers from diseased stems and root cause sudden death so that farmers turn to floating on the lake Maninjau.

The problem of inter-regional trade

Inter-regional traders engaged in trading system business of betel nut does not face serious problems. Capital owned big enough and good relations with distributors and farmers as suppliers of nutmeg. Problem faced traders are among the areas which reduced the supply of nutmeg farmers and traders to make inventory of nutmeg held for sale to exporters.

Conclusions

Based on the research, it can be concluded that there are two patterns

of channel marketing system nutmeg in Kenagarian Tanjung Sani, Tanjung Raya, Agam District of Pattern I: Farmers - collector Village Traders (PPD), and pattern II: Farmers - Inter Trader (PAD). Marketing system functions done by the perpetrators and marketing system are a function of exchange (sales and purchases), physical function (transportation, storage, sorting and processing), function facilities (financing, underwriting risk and market information).

As a leading export commodity that can increase national income, it is expected to have the government intervention in the sale and production of nutmeg farmers. In addition to the attention of the government and party - the other party in the development and marketing of nutmeg, are impending appointment nutmeg farmers who feared the economy would decrease.

References

- Analia, Devi. 2014. *Strategi Pengembangan Agribisnis Pala Perkebunan Rakyat di Kecamatan Tanjung Raya Kabupaten Agam*. Laporan Penelitian Dosen Muda Universitas Andalas. Padang.
- Badan Pusat Statistik Kabupaten Agam. 2013. *Tanjung Raya dalam Angka 2013*. Badan Perencanaan Pembangunan Daerah Kabupaten Agam.
- Bappeda Kabupaten Agam dan Badan Pertanahan Nasional. 2010
- Direktoral Jenderal Perkebunan Provinsi Sumatera Barat. 2006. Laporan Tahunan
- Direktoral Jenderal Perkebunan Provinsi Sumatera Barat. 2006. Laporan Tahunan.
- Zalukhu OM. 2013. *Pedoman Teknis Budidaya Tanaman Pala*. Kelomok Tani Karan Saiyo. Padang.
- Sunanto, Hatta. 1993. *Budidaya pala Komoditas Eksport*. Kanisius. Jakarta.
- Kotler, P. (2000). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*. Jakarta: Prenhalindo
- Rosyat,UN. 2011. Pengaruh Komunikasi Pemasaran terhadap Perluasan Pangsa Pasar. *Jurnal MIMBAR*, Vol. XXVII, No. 2 (Desember 2011): 213-224