

EFFICIENCY OF THE PALM SUGAR MARKETING CHANNEL (A Case Study In Margamulya Village Garut)



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ABSTRACT

The plantation subsector is one of the agricultural industries that contributes significantly to the national economy. Since practically every component of sugar palm plants may provide income, they have a vast economic potential. Palm sugar marketing in Margamulya Village has a central problem: the large number of marketing channels, which results in low incomes for palm sugar craftsmen. This research aims to determine marketing channels and the marketing efficiency of palm sugar in Margamulya Village, Cisompet District. This research uses a survey method and method with data collection techniques of observation, interviews, questionnaires, and documentation. Data analysis uses quantitative description by analyzing marketing channels, marketing margins, farmer's share, and marketing efficiency. The research results show five marketing channel patterns in Margamulya Village. The lowest marketing margins are in channels I and II, with a total margin of Rp. 3000. Channel I involves one marketing institution, collectors, while channel II involves retailers. The highest farmer's share is in marketing channel II, with a percentage of 83%. The most efficient marketing channel is channel II, which has an efficiency value of 1.7%. Marketing efficiency analysis shows that the five marketing channels in this research are considered efficient. This research also reveals that all marketing channels have a farmer's share value, which is at the efficient criteria with a farmer's share value of >50%, causing lower costs and more efficiency in the marketing channel.

Keywords: efficiency; farmer's share; margin; marketing channels.

INTRODUCTION

One important sector is the agricultural sector, which has a wealth of natural resources and various natural product commodities in Indonesia, one of which is the sugar palm plant. The aren palm plant has high economic potential because almost all of its parts can generate profits (Br. Simbolon et al., 2022). The aren palm plant has developed in almost all regions of Indonesia, including in Garut Regency. This development potential must be maximally utilized to increase everyone's income, especially the palm sugar crafters. Palm sugar is one of the products of the growing efforts to diversify palm products. One of the processing businesses of the palm tree is palm sugar, which is produced from nira or liquid obtained by tapping the palm tree. This product is safe for direct consumption because it does not use chemicals or pollute the.

Garut Regency is in the third position in palm sugar production in West Java in 2013-2022, with 101,646 tons and a palm farming area reaching 2,863.7 hectares, or about 19% of the total palm land in West Java. Based on the data from the Garut District Agriculture Office (2022), five sub-districts in Garut District are called the producer or production of palm sugar, namely Talegong District (2,064.23 tons), Mekarmukti (1,974.9 tons), Caringin (1,917.14 tons), Cisewu (1,915.2 tons), and Cisompet (1,455.9 tons).

As a palm sugar crafter and producer, I have economic potential in one of the Cisompet sub-districts, Margamulya Village. The Margamulya community utilizes palm trees to harvest sap, which is then processed into palm sugar. As a result, many palm trees grow and develop naturally in community-owned land areas and PHBM (Community Based Forest Management) land. However, in



marketing palm sugar, the craftsmen in Margamulya Village still encounter problems, especially in the marketing chain. The number of marketing channels results in the income received by palm sugar crafters being low, with marketing institutions from palm sugar crafters to consumers involved, resulting in a difference between the price received by palm sugar crafters and the price paid by consumers. The price difference is due to marketing costs and profits. Kotler and Keller (2016) explain that the distribution of each marketing channel, including sales channels, transportation, storage, finance, and consumer segmentation, which sometimes involves two or more channels, is a source of problems in marketing channels. This was also found in Margamulya Village, Cisompet District, Garut Regency. Differences in palm sugar marketing channels in Margamulya Village can affect each channel's marketing efficiency level. The marketing institutions involved incur different costs and profits, affecting the price received by palm sugar crafters in Margamulya Village. This aligns with research by Septina (2023) that shows that the marketing efficiency of palm sugar in Cibungur Sumedang Village has many marketing institutions, so the costs are also quite high.

Research related to palm sugar marketing efficiency has been previously reviewed by (Prihantini et al. 2022; Septina, 2023; Hamzah et al., 2023). However, this study differs from previous studies because it focuses on five patterns of palm sugar marketing channels in depth in Margamulya Village. This study aims to determine the efficiency of palm sugar marketing channels in Margamulya Village, Cisompet Sub-district, Garut Regency.

MATERIALS AND METHODS

The research location was Margamulya Village, Cisompet Subdistrict, Garut Regency, one of the palm sugar producers in Garut Regency, in May - June 2024. The number of palm sugar crafters sampled in this study was determined *purposively* by taking 30 respondents, including 20 sugar crafters, four collectors, one wholesaler, and five retailers. At the same time, data collection in this study used survey methods, interviews, and field documentation. Primary data was obtained through surveys, interviews, and documentation. At the same time, secondary data is obtained from literature studies and literature related to this research.

Data collected from the field and related literature is then analyzed and presented through descriptive quantitative analysis and marketing efficiency analysis, consisting of marketing channels, marketing margins, and farmer's share. The final step is to conclude. Palm sugar marketing channels are described using descriptive techniques, while a margin analysis is carried out to determine each marketing institution's selling price, profits, and costs. Arbi et al. (2018) explain that to find out the amount of profit obtained by marketers and the amount of marketing costs incurred by each marketing institution, a marketing margin analysis must be carried out on each marketing channel.

Septina (2023) states that to determine marketing efficiency, namely marketing margin and farmer's share, the following formula is used:

$$\text{Marketing Margin: } MP = Pr - Pf \quad (1)$$

Description: MP: Marketing Margin (Rp/Kg); Pr: Price at consumer level (Rp/Kg); Pf: Price at producer/farmer level (Rp/Kg)

$$\text{Farmer's Share: } Fs = (\text{Price farmer (Pf)})/(\text{Price consumer (Pc)}) \times 100\% \quad (2)$$

Description: Fs: Farmer's Share; Pf: Selling Price at Farmer/Producer Level; Pc: Purchase Price at Consumer Level

$$\text{Marketing Efficiency: } Ep = TB/TNB \times 100\% \quad (3)$$

Description: Ep: Marketing efficiency; TB: Total marketing cost (IDR); TNB: Total product value (Rp). The decision rule for this marketing efficiency is 0 - 33% = Efficient, 34 - 67% = Less Efficient, 68 - 100% = Inefficient.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of respondents based on the table above include the respondents' age, experience, education level, and family dependents.

Table 1. Respondent characteristics

Farmer Identity	Craftsman		Collectors		Wholesaler		Retailer Trade	
	Total	(%)	Total	(%)	Total	(%)	Total	(%)
Age								
40-45	1	5	1	25	-	-	1	20
46-50	4	20	1	25	-	-	1	20
51-55	7	35	1	25	1	100	1	20
56-60	4	20	-	-	-	-	1	20
60-65	4	20	1	25	-	-	1	20
Experience								
1-10	5	25	3	75	1	100	4	80
11-20	11	55	1	25	-	-	1	20
21-30	2	10	-	-	-	-	-	-
31-40	1	5	-	-	-	-	-	-
41-50	1	5	-	-	-	-	-	-
Education Level								
Elementary School	20	100	3	75	-	-	-	-
Junior High School	-	-	-	-	-	-	1	20
High School	-	-	1	25	1	100	4	80
Family Dependents								
0	2	10	-	-	-	-	-	-
1	4	20	1	25	1	100	1	20
2	11	55	1	25	-	-	3	60
3	3	15	2	50	-	-	1	20

The characteristics of respondents based on age that affect a person's work productivity is the age factor, where productive age with age ranges from 15-64 years (Kistianita et al., 2018). According to the characteristics of respondents based on experience, the length of time a respondent has been farming is divided into three categories: less than 10 years, 10-20 years, and more than 20 years. The characteristics of respondents are based on education level, namely one of the efforts to develop human resources, significantly to develop intellectual abilities and personality, and the level of education can also influence the way of thinking when making decisions in business. (Adi Kurniawan Saputra et al., 2019). According to (Purwanto and Taftazani 2018), respondent characteristics based on family dependents state that the number of dependents can be a reason for someone to increase their income.

Marketing Organization

According to Pay & Nubatonis (2017), Trader collectors are marketing institutions that buy palm sugar in large quantities or small quantities from palm sugar crafters. The palm sugar crafters in Margamulya Village, Cisompet Subdistrict, depend on collectors. The collectors come directly to the location of the palm sugar crafters to make purchases, and they do not need to spend money to market their goods. The payment is made in cash or by giving money to the palm sugar crafters first so that the makers immediately get money. The daily sales volume of palm sugar from 5 collective traders can be up to 5-70kg. Marketing institutions are closely related to agribusiness, and this is because agribusiness is an economic activity from upstream to downstream, so this marketing institution is one of the agribusiness subsystems that can support the sustainability of marketing an agricultural product.

Large traders in Margamulya Village buy palm sugar in relatively large quantities. Large traders usually buy palm sugar from crafters and palm sugar collectors. Large traders are marketing institutions that make purchases by accommodating palm sugar from crafters in Margamulya Village by involving *pengepul* traders as intermediaries to collect palm sugar in every area of Margamulya Village that large traders do not reach. Depending on how much palm sugar the crafters make and how much they resell to retailers outside the area, big traders can buy unlimited palm sugar. Marketing activities are conducted once a week for retailers located in the Pamengpeuk traditional market. Only one large trader participated in this study, and their weekly sales volume ranged from one to two tons of palm sugar. (Riyadh, 2018)

According to Shakana et al. (2023), Retailers are marketing institutions that interact directly with consumers. Retailers are at the forefront of producers' production processes, and marketing institutions rely heavily on retailers' efforts to sell goods to consumers. Because it is easy for

consumers to obtain the required amount of palm sugar, retailers resell palm sugar to consumers in small or large quantities. The final marketing institution charges a relatively high cost because it has to go through some long institutions. The sales volume per day of retailers can sell up to 10-15 kg of palm sugar.

Marketing Channels in Margamulya Village

Institutions that channel goods from producers to consumers are known as marketing channels. Various marketing channels influence the marketing costs and the amount paid to palm sugar crafters in Margamulya Village. The pattern of palm sugar marketing channels in Margamulya Village, Cisompet Subdistrict, can be known based on the results of the research that has been conducted. Tracing the marketing channels of palm sugar produces data on the marketing channels used. There are five marketing patterns, namely:

a. Marketing Channel I (Palm sugar crafters - collectors - industrial consumers)

Marketing channel I in Margamulya Village, from palm sugar crafters to consumers, uses one marketing institution: collecting traders. Collecting traders come directly to the palm sugar crafters and buy palm sugar at Rp.13,000/kg. The transactions carried out between collecting traders and palm sugar crafters are by giving money in advance to the crafters so that the sugar produced by the crafters can be taken directly by the collectors. Palm sugar crafters in the channel I produce 2-4 kg of palm sugar per day. Palm sugar collectors in the channel I produce 2-4 kg of palm sugar per day. The cooperation between collector traders and PT Parabola Mas Sejahtera has been established for a long time. The need for palm sugar from PT Parabola Mas Sejahtera can reach 2 tons in a month, but for now, the collecting traders in Margamulya Village can only sell as much as 150 kg. The reduced sales volume is due to the many marketing channels in Margamulya Village. According to Prihantini et al. (2022), collectors become institutions that distribute products to consumers and are not marketed directly by crafters, so the margins obtained are only minor.

b. Marketing Channel II (Palm sugar crafters-Retailers-Consumers)

Marketing channel II in Margamulya Village, from producers to consumers, uses one marketing institution through retailers to reach consumers. The pattern of marketing channel II of palm sugar crafters incurs costs in the form of transportation costs and sacks. According to (2023), transportation costs can affect the price of palm sugar sold. Craftsmen send palm sugar by public transportation/elf at the cost of Rp.500/kg. The palm sugar crafters sell to retailers with an average sales volume of 50kg of palm sugar in a week. In Marketing Channel II, the respondents involved in the sample were two palm sugar crafters and one retailer in the marketing process. The crafters sell palm sugar to retailers for Rp. 15,000/kg, and retailers sell to consumers at Rp. 18,000/kg.

c. Marketing Channel III (Palm sugar crafters- Collecting traders- Retailers- Consumers)

The third marketing channel in Margamulya Village that connects crafters with consumers is two marketing institutions, namely collecting traders and retailers. Collecting traders buy palm sugar directly from the palm sugar crafters at IDR 13,000/kg. The transactions carried out between collecting traders and palm sugar crafters are by giving money first to the crafters so that the collecting traders can take the sugar produced by the crafters. After that, the collectors collect the palm sugar they bought from the crafters to be resold to retailers in Garut Regency. In Channel III, crafters sell to collectors first at IDR 13,000/kg, collectors to retailers at IDR 16,000/kg, and retailers to consumers at IDR 20,000/kg. This follows the findings of R. S. Hidayat et al. (2017) that collectors are traders with the enormous scale of large traders, often called dealers,

d. Marketing Channel IV (Palm sugar crafters- Wholesalers- Retailers- Consumers)

The fourth marketing channel involves four palm sugar crafters, one Margamulya Village wholesaler, and two Pameungpeuk retailers. The crafters sell their palm sugar to the wholesaler because they have borrowed money from the wholesaler. In addition, big traders are willing to help the crafters when needed, so they have to sell their palm sugar to big traders. The crafters sell the palm sugar to the wholesalers for Rp 14,000/kg. The wholesalers sell palm sugar and deliver it to retailers. Of course, with the marketing costs incurred, the wholesalers sell the palm sugar at IDR 18,000/kg. Then, the retailers sell the palm sugar to their consumers at IDR 22,000/kg. This channel is also more quickly distributed and does not accumulate in crafters, so it is sold directly to collectors and large traders, so channel IV is more marketing institutions.

e. Marketing Channel V (Palm sugar crafters- Collectors- Wholesalers- Retailers- Consumers)

Marketing channel V involves many marketing institutions, namely collecting traders, retailers, and wholesalers, so marketing channel V is the most extended marketing channel in Margamulya Village. This makes this channel less efficient. Collectors are traders who buy palm sugar directly from the palm sugar crafters, and these collectors live around the houses selling palm sugar. The advantage of buying palm sugar is that the collectors do not need to spend many transportation costs because the distance from the collectors to the palm sugar crafters is not far. The price of palm sugar bought by the palm sugar crafters for collector traders is Rp. 13,000/kg and then sells to large traders at Rp. 15,000/kg. The palm sugar crafters in channel V can produce 4-6 kg of palm sugar per day. They sell it back to retailers in the Pameungpeuk area at Rp. 18,000/kg. The price of palm sugar at the final level (consumers) in the Pameungpeuk area is Rp.22,000 / kg. Channel V is seven palm sugar crafters from 7 palm sugar crafters. One palm sugar crafter is also involved in marketing channel III. The collecting traders in this channel are two collecting traders, where one collector is also involved in channel III, and two retail traders are also involved in channel IV. Collecting traders in this channel are intermediaries in collecting sugar from palm sugar crafters and reselling it to large traders.

Marketing Margin

The difference between the price paid by consumers and the price received by artisans is known as the marketing margin. Marketing margin can also be defined as the cost of marketing services required due to demand and marketing services, price differences between marketing institutions, and the margin between marketing costs and marketing profits. (Marlian, 2022) . The following is a calculation of the results of research on the number of costs, profits, and marketing margins at the marketing institution level of the five marketing channel patterns used by palm sugar craftsmen in Margamulya Village, Cisompet District:

Table 2. Marketing margin, average cost, and profit of sugar marketing in Margamulya Village (Rp/Kg)

Description	Purchase Price (Rp/kg)	Selling Price (Rp/kg)	Margin (Rp/kg)
Channel I			
Palm Sugar Crafters	-	13.000	-
Collectors	13.000	16.000	3.000
Industrial Consumers	16.000	-	-
Total Average Margin			3.000
Channel II			
Palm Sugar Crafters	-	15.000	-
Retailer	15.000	18.000	3.000
Consumer	18.000	-	-
Total Average Margin			3.000
Channel III			
Palm Sugar Crafters	-	13.000	-
Trader Collector	13.000	16.000	3.000
Retailer	16.000	20.000	4.000
Consumer	20.000	-	-
Total Average Margin			7.000
Channel IV			
Palm Sugar Crafters	-	14.000	-
Wholesalers	14.000	18.000	4.000
Retailer	18.000	22.000	4.000
Consumer	22.000	-	-
Total Average Margin			8.000
Channel V			
Palm Sugar Crafter	-	13.000	-
Collectors	13.000	15.000	2.000
Wholesaler	15.000	18.000	3.000
Retailer	18.000	22.000	4.000
Consumer	22.000	-	-
Total Average Margin			9.000

The lowest marketing margins are in channels I and II, with a total margin of Rp. 3000. Channels I and II are marketing channels that involve one marketing institution. In channel one, the institution involved is a collector trader; channel II involves a retailer trader. Although channels I and II have one marketing institution, the costs differ. In channel I, the costs incurred consist of sacks of Rp. 36/kg and transportation of Rp. 1,000/kg, the transportation costs are quite high because in channel I, the delivery of palm sugar is directly sent to the final consumer at a considerable distance from Margamulya Village. The total profit in marketing channel I amounted to Rp—13,264/kg. In channel II, the costs incurred consisted of Rp transportation. 500/kg borne by palm sugar crafters due to the delivery of palm sugar directly to retail traders in Cisompet District. Retail traders also incurred costs due to the risk of damage/softness in Rp's palm sugar products. 300/kg. The total profit obtained in channel II amounted to Rp. 15,500/kg.

Farmer's Share of Aren Sugar in Margamulya Village

According to (Iswahyudi and Sustiyana, 2019), a farmer's share is one measure of operational efficiency in the amount palm sugar crafters receive from marketing activities. The calculation of the farmer's share can be seen in Table 2.

Table 3. Farmer's share of aren sugar

Marketing Channel	Price at Aren Sugar Crafters' Level (Rp/Kg)	Price End consumer level (Rp/Kg)	Farmer's Share (%)
Marketing Channel I	13.000	16.000	81
Marketing Channel II	15.000	18.000	83
Marketing Channel III	13.000	20.000	65
Marketing Channel IV	14.000	22.000	64
Marketing Channel V	13.000	22.000	59

The table above shows that the highest Farmer's Share is found in marketing channel II, with the price received by palm sugar crafters amounting to Rp. 15,000/kg and the price paid by the final consumers amounts to Rp. 18,000/kg with a percentage of 83%. The lowest Farmer's Share is found in marketing channel V, with the price received by the palm sugar crafters amounting to Rp. 13,000/kg and the price paid by the final consumers amounts to Rp. 22,000/kg with a percentage of 59%. Thus, it can be concluded that the value of the Farmer's Share of a marketing institution will be lower if the difference between the selling price at the level of palm sugar crafters and the purchase price at the level of final consumers of palm sugar is increasing. Although marketing channels I, II, III, IV, and V have different Farmer's Share values, all channels in Margamulya Village are included in the efficient criteria, where the Farmer's Share value is >50%. This is in line with the decision rules according to Ngatiman et al. (2019), where the Farmer's Share decision rules state that if $F_s > 50\%$, it is considered efficient; if $F_s < 50\%$, it is considered inefficient.

Aren Sugar Marketing Efficiency

According to Prihantini et al. (2022), efficiency is a measure of success that is assessed based on the costs incurred to achieve the results of marketing activities. The level of costs incurred by marketing institutions in each palm sugar marketing channel in Margamulya Village, Cisompet District, needs to be seen to calculate the efficiency level of each marketing channel. This goes hand in hand with efficient palm sugar marketing among the V channels, which can be seen in the following table :

Table 4. Aren sugar marketing channel efficiency

Marketing Channel	Total Marketing Cost (Rp/Kg)	Total Product Value (Rp/Kg)	Efficiency (%)
Channel I	1.036	16.000	6,5
Channel II	300	18.000	1,7
Channel III	856	20.000	4,3
Channel IV	796	22.000	3,6
Channel V	796	22.000	3,6

The table above shows that the efficiency value in the five palm sugar marketing channels in Margamulya Village has been said to be efficient. This is in line with research conducted by (Heriansyah, 2018), where a marketing channel is said to be efficient if its EP is in the range of 0-33%

less efficient if it is in the range of 34-67%, and inefficient if it is in the range of 68-100%. The most efficient marketing channel is channel II, with an efficiency value of 1.7%, lower than channels IV and V, which have an efficiency value of 3.6%, channel III, has an efficiency value of 4.3%, and channel I, which has the highest efficiency value of 6.5%. This shows that marketing channel II is the most economically efficient marketing channel. This also follows the view of Septina (2023) that marketing efficiency is one measure of the success of a marketing activity carried out by various marketing institutions. Of course, the amount of marketing costs incurred influences the level of marketing efficiency.

CONCLUSIONS AND SUGGESTIONS

Based on the research findings, the marketing channel in Margamulya Village is the largest, making it a novelty in the marketing channel by having V channels. Based on the results of this study, crafters must consider the cost factors incurred so as not to affect the marketing margin. Among the V channels in the study, marketing channel II is considered the most efficient because it has the highest farmer's share value of 83%, the lowest efficiency of 1.7%, and a low margin of Rp. 3000.

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