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Submission date: 09-Apr-2021 03:55AM (UTC+0900)

Submission ID: 1553891166

File name: PURYANTORO_SEMINTER_CEK_TURNITIN.pdf (319.59K)

Word count: 2113

Character count: 10899

VALUE-ADDED ANALYSIS OF MANGO SUPPLY CHAIN PERFORMERS IN SITUBONDO

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ABSTRACT

This research aimed to determine the value-added at each of the mango supply chain performers in Situbondo. The research location conducted in Kapongan District with samples determined by purposive sampling and snowball sampling techniques. Techniques of data collecting conducted by means of observation, interview and documentation. The data were analyzed by using quantitative methods such as value-added with Hayami method. The results of the analysis of value-added demonstrated the value-added of farmers were still lower than other performer. The highest value-added was obtained by wholesalers. Farmers only received the value-added in the pattern 2 of Rp. 3.520 per kg while the pattern of the network 1 and network 3 of farmers do not receive the value-added.

Keywords: value-added, supply chain, mango

Background

Mango fruit is one of the leading commodity in Situbondo Regency, from some kind of mango exist. Manalagi mango is typical of Situbondo. According to the Agriculture Census by the Central Bureau of Statistics of Situbondo, of the 50 major types of annual horticultural crops, mango is an annual horticultural crop species that most commonly cultivated by household of horticulture business (32.50 thousand households) by the average number of trees cultivated as many as 14 trees per household. With the number of trees cultivated as many as 482.276 trees and the trees that were already in production of 304.836 trees. In each year, the mango production in Situbondo has increased. In 2012, an increase of 14.8% from the year 2011 (212.784 kw). In the year of 2013 (402.247 kw) increased by 16.7% from 2012 (286.790 kw). (CBS, 2014)

However, the current problem is the welfare of mango farmers in Indonesia that are still low. The lower welfare of mango

farmers is due to the low value-added products that are appreciated by the farmers. The farmers sell the crop of agricultural products for granted. Many farmers sell agricultural products, such as mango, while still in the tree. (Sihombing & Sumarauw, 2015)

Research result of Suhaeni, Karno & Sumekar (2015), stated that the problems occurred from the production process until the mango marketing process involving the various performers and institutions/agencies. When harvest handling, packaging, storage, transportation were done with modest, lack of attention to good and right cultivation techniques to produce the quality of mango commodities, so that the quality obtained is very low.

In supporting the productivity of mango in Situbondo, the elements associated with the product development process should be more involved in the management system of mango products, one of which is supply chain management systems. In this case, the

risk measurement system is indispensable in the flow process of the supply chain related to the performers as implementers. Supply chain is more emphasized on flow series and product transformation, financial and information flows from the stage of raw materials to the end user (Handfield, 2002) in (Wardani, Bella Rahmawati Kusuma; Dania, Wike Agustin Prima; Dewi, 2011)

The performance measurements needed to determine the extent of the optimization of marketing activities by members of the supply chain, so that it will be seen the extent to which efforts are made to correct the problems in the supply chain management (Marimin and Slamet, 2010). In marketing mango of supply chain members, it formed a marketing system in which there is a marketing flow at every level marketing which will form its own value-added (Julianto, 2015; Merisa, 2010). In the mango marketing system, there are marketing activities conducted by members of the supply chain, the conducted activities have a value (Oni, 2013; Sukayana, et al., 2013). Values obtained by members of the supply chain in the marketing process is value-added (Fajar, 2014).

Research on the value-added to the mango supply chain in Kapongan District needed to be conducted, so it can be determined the value-added of each element of the mango supply chain. The mango supply chain formed in Kapongan can find out how the flow of mango produced by farmers up to consumers and the related parties. This flow can help to determine the amount of compensations.

Methodology

Selection of the research area was determined by purposive sampling technique in the center area of mango production in Kapongan District, Situbondo Regency.

Reasons for conducting the research at this place was due to the Kapongan District become the mango production centers in Situbondo. One of 17 districts in Situbondo is Kapongan District which is having a number of the highest horticulture households business of manalagi mango that as many as 1.725 trees (CBS, 2014). Respondents in this research were basically based on purposive sampling, where the sample selection based on the type of existing/previous set information or consideration and the identification of groups/people who have a certain specificity (associated to office, expertise/expert sampling, and experience in the business of mango). But in the research field, as the part of the purposive sampling, it is possibly to develop the other subject based on the snowballing technique. Sample collection started from the smallest group of respondents were then asked to indicate the next respondents according to the required performers who were needed and their quantities were developed and then stop, if it was founded that the data obtained by the researcher has reached the saturation or homogeneity points. Respondents were starting from 30 mango farmers, followed by snowballing for determination of the next supply chain network. The data used in this research were primary data and secondary data. Primary data obtained from interviews with mango stakeholders in the district to district. Analysis of the data used in this research was a quantitative analysis to see an analysis of the business and some of the calculations carried out in this research. The quantitative analysis was the form of cost analysis, revenue, profit, and value-added with method of Hayami.

Results

The concept of value-added is an increase in value that occurs because of the treatment of a commodity. Treatment may include the provision of quality and continuous raw materials of the upstream and downstream processing of the commodity sector. These activities will increase the value of the process and the value of the price of a

commodity. The value-added gained by each member of the mango supply chain is different, depending on the treatment given input on the commodities of mango. The calculation of the value-added in this research focused on the activities that occur on mango farmers, traders, wholesalers and retailers.

The results of the analysis of the value-added in the supply chain performers shows the percentage of farmers value-added was still smaller (between 0% - 28.28%) compared to the traders (28.13%), the wholesalers (50.53% - 51.27%) and retailers (20.59% - 21.19%).

Table 1. Distribution of Mango Value-Added in Situbondo

No.	Performer	Input price/kg	Other input costs/kg	Output prices/kg	Value-Added/kg	The percentage of value-added
Chain 1: Farmers - Traders - Wholesalers- Retailers						
1	Farmers	3882	0	3882	0	0%
2	Traders	3882	422	7978	3674	28.13%
3	Wholesalers	7978	725	15400	6697	51.27%
4	Retailers	15400	911	19000	2689	20:59%
Chain 2: Farmers - Wholesalers - Wholesalers- Retailers						
1	Farmers	4000	480	8000	3520	28.28%
2	Wholesalers	8000	1311	15600	6289	50.53%
3	Retailers	15600	762	19000	2638	21:19%
Chain 3: Farmers – Retailers						
1	Farmers	4000	0	4000	0	0%
2	Retailers	4000	1978	8100	2122	100%

Based on Table 2, it showed that the supply chain network 1 on mango commodities, institutions associated with traders, wholesalers and retailers. Farmers on this channel did not spend any harvesting costs or transportation costs, and this was because farmers sold mangoes to traders, so the cost of harvesting and transportation costs bore by the traders. Prices received of Rp. 3.882 per kg. The traders of the chain 1 spent the cost of transportation and medicine of Rp.422 per kg. In this chain 1, the traders still do not have activity in sorting, grading and packing. Output price in the level of traders amounted to Rp.7.978 per kg. The wholesalers spent the cost of Rp.725 per kg and selling prices to retailers amounted to Rp.15.400. Costs incurred by the wholesalers was higher than the other performer due to the

conducted activities of sorting, grading and packing and transportation costs were relatively much out of the city. On channel 1, the retailers of outside the town in the central market sold mango products to consumers as amounted to Rp. 19.000 per kg. Retailers only paid Rp. 911 per kg with the acquisition of the value-added of Rp. 2.689 per kg. On this first chain network, the wholesalers were highest performer who gained the value-added as amounted to Rp. 6.697 per kg.

Supply chain network 2 of the related institutions without the traders. Farmers were taking care of the mango tree to harvest so that it appeared the costs incurred by farmers for Rp.422 per kg with the output price to the wholesalers to Rp. 8.000 per kg, farmers in this chain network 2 were belonging to farmer group. Farmer groups facilitated the process

of selling mangoes to the wholesalers. The flow of products without going through the traders so the costs appeared lower than the chain 1. The costs bore by traders consist of the cost of sorting, grading and packing and transportation of Rp. 1.311 with the value-added that was obtained of 6.289 per kg. In this second chain, the traders again received the highest value-added in comparison with other supply chain performers. The retailers only gained the value-added of Rp. 2.638 per kg.

Meanwhile, on the chain 3, it consisted only of two performers of the supply chain that were farmers and retailers. Mango farmers sold the products as amounted to Rp. 4000 per kg. This channel was much shorter than channels 1 and 2. In this third channel, the retailers did rent by farmers directly so retailers were conducting sorting, grading and packing, transport costs as well as depreciation cost before to distribution to consumers. Costs bore by the retailers as amounted to Rp. 1.978 per kg with the value-added of Rp. 2.122 per kg.

Discussion

The calculation of the value-added of the various elements indicated that the wholesalers have the highest value-added in comparison with other sectors. The high value-added was due to a process of post-harvest handling of mangoes. The process of packing, grading, and marketing were done by traders also lead to the high formed value-added than other sectors. The results of this research were supported by a statement of Soeharjo (1991) where the value-added depends on the treatment and the technology used.

Farmers were not getting the value-added on the chain 1 and 3 because farmers do not perform activities of the mango

handling, both on pre and post-harvest, so that it does not appear the costs. This was different from the farmers in the supply chain network 2, the farmers did activities such as plants treatment which raised the cost and value-added obtained by farmers. This statement was in line with research by Baihaqi (2014) who regarded that the value-added is formed as a result of post-harvest processing on each marketing chain. Value-added of the farmers occurred if there is no transfer of the handling activity on pre and post-harvest. It was also in line with research by Marimin, M., Arkeman, Y., & Udin, F. (2011) who stated that percentage of farmers value-added will be greater in case of transfer of some activities on the processing of products, improving the quality and effectiveness of the institutional role of farmers.

Conclusions

The results of the analysis of value-added demonstrated that the value-added of farmers were still lower than the other performers. The highest value-added was obtained by the wholesalers. Farmers only received the value-added in the pattern 2 as amounted to Rp. 3.520 per kg while the pattern of the network 1 and network 3 of farmers do not receive the value-added. The traders received the value-added of Rp. 3.674 per kg in the pattern 1. The wholesalers gained the highest value-added in the pattern 1 as amounted to Rp. 6.697 per kg and Rp. 6.289 per kg in the pattern 2. While on the pattern 3, the retailers gained the value-added of Rp 2.122 per kg and Rp. 2.638 per kg in the pattern 2 and Rp. 2.689 per kg in the pattern 1.

Acknowledgment

Thanks to the Ministry of Research, Technology and Higher Education for the

opportunities on the research funding through
Beginners Lecturer Research program in
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