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"Buffalo and Human Welfare"

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on

Buffalo International Conference
November 4, 2013

at Hasanuddin University
Makassar, Indonesia

THE POLICY OF BUFFALO DEVELOPMENT IN INDONESIA

SUSWONO

Minister of Agriculture of The Republic of Indonesia

To.

- His Excellency Governor of South Sulawesi;
- His Excellency Chancellor Hasanuddin University;
- Our Distinguished The Dean of Animal Science Faculty University of Hasanuddin;
- Our Distinguished Guest Prof. Borghese, Italy Expert in Buffalo;
- Our Distinguished Delegates Experts and Professional for Buffalo from the Philippine, Japan, Iran and Srilanka;
- Our Distinguished Guest Indonesia Researches;
- Chairman of the Organizing Committee for the Conference Buffalo Internasional;
- Our Distinguished Guest and All Participants.
THE ROLE OF AGENTS ON THE MARKETING OF BUFFALO IN NORTHTORAJA

Kasmiyati Kasim, Veronica Sri Lestari, Hastang, Tanrigiling Rasyid

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ABSTRACT

The role of marketing agency in buffalo marketing has been recognised. The purpose of this research was to study the role of agent on buffalo marketing in North Toraja. The study was carried out in Bolu livestock market North Toraja form May to June 2012. Samples used for this study were all agents (10 people) in Bolu livestock market North Toraja. Data were analysed descriptively. The results of the study indicated that 50% of the agents directly contacted the seller in the market. To get the buyers, 60% of the agents also met the buyers in the market in order to obtain such information as types of buffaloes they are looking for. Data also indicated that the time required by the buyers and the sellers to achieve an agreement of the price through the help of an agent was normally one day. In conclusion, the role of the agents on buffalo marketing in North Toraja is important in terms of source of information for the sellers and buyers so that could accelerate the transaction process of buffaloes.

Key words: Buyer, Buffalo marketing, North Toraja, Role of agent, Seller

INTRODUCTION

Tana Toraja is an attractive tourist destination for foreign and domestic tourists because of a) a beautiful panorama, b) Striped buffalo germplasm resources, c) a unique culture with ritual ceremonies, d) the existence of livestock market (buffalo) in Indonesia, and e) community as an important commodity to make buffalo in cultured (Allosamba, 2008). Hardjosoebroto (2006) stated that in Tana Toraja buffalo designated as: a) the needs of the traditional party/funeral ceremony, called the Rambu Solo, b) the need for traditional party/celebration ceremony, called Rambu Tuka, and c) the need for consumers in Toraja society daily. Buffalo population in North Toraja regency can not meet the demand for traditional ceremonies, so buffalo are usually imported from other regions. Data of buffalo population in North Toraja regency in 2010 was 21,464 heads, in 2011 was 19,231 heads and in 2012 was 20,157 heads (Animal Husbandry Service of North Toraja Regency, 2012). Number of animals slaughtered were determined by social strata who organize these ceremonies (Kambuno, 2005). Allosamba (2008) added that for Toraja people, buffalo has an important role in relation to funeral ceremonies which is marked with number of buffaloes were slaughtered in various types (Belang, Pudu, Todi, Sambao, Balian) which vary from 1-2 heads to 10 heads even more than 100 heads for special grief.

To get buffaloes in a short time and in large quantities as well as to a certain age is not easy, the problem is that farmers do not have direct access to consumers and
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To get buffaloes in a short time and in large quantities as well as to a certain age is not easy, the problem is that farmers do not have direct access to consumers and
consumers do not know where the farmers stay. Soekartawi (1993 ) suggested that because the manufacturer can not work alone to sell their products, they require the other party or other marketing agencies to help market the agricultural production. Based on the ownership of the merchandise, they can be divided into two groups: a) groups that have merchandise (middlesmen, baskets or palele), exporters, importers and retailers and b) groups that do not have merchandise (functional merchant or agent). This merchant is a service institutions and in return, the merchant receives wages (Hanafi and Saefuddin, 1978), Simamora (2001) said that the marketing channel organizations that are related to each other and engage in the distribution of products from producers to consumers, such as retailers, wholesalers, agents and physical distributors. Agent acts as a liaison between sellers and buyers, especially in the delivery of good information from the seller to the buyer or from the buyer to the seller. Based on this background, it is necessary to study on the role of agents in buffalo marketing in North Toraja regency, South Sulawesi.

The purpose of this study was to know the role of agents at buffalo marketing in North Toraja Regency, South Sulawesi.

RESEARCH METHODS

This research was conducted for 2 months which was started from May to June 2012. Bolu livestock market was choosen as the place for doing research because there were many buffalo sellers and buyers. Beside that, agents can be found in this market. The study was descriptive. The population is all the existing agents in the marketing process of buffaloes in Bolu livestock market in North Toraja. Number of agents was 10. The type of data used in this study were quantitative data and qualitative data. While the source of the data obtained in this study were primary data and secondary data. A simple tabulation and descriptive statistics were used to analyze data.

RESULTS AND DISCUSSION

Characteristics of respondents

Age of respondents

Age was one of the factors that affect a person's productivity. Based on the survey, 100 % of respondents are in productive age, with an average age was 40.3 years. This was supported by Rasyaf (1997) opinion that the age between 20-55 was still productive age.

Education

Based on the results of the study, the majority of respondents (70 %) finished primary school . Here we sew that the majority of respondents' education is still low. Given this fact it was necessary to improve their skills and knowledge through non-formal education such as a course, actively participates in counseling from the Animal
Husbandry Service or related parties such as NGOs, entrepreneurs in the field of livestock that have been successful.

Experience as an agent

Based on the research, 60% of respondents have experience as an agent for 5 years or less. This means that the majority of agents were still lacking experience.

Role of agent in buffalo marketing

In his job as a marketing agent of buffalo marketing, the agent received a reward. Syaefuddin and Hanafi (1978) argued that the agent received a reward. This can be shown on the wage received from buffalo sellers and buyers. Wages earned can be in the form of money or the skin of buffalo. The highest money agents received was IDR 300,000,- per head of buffalo, while the lowest was IDR 100,000,-. On average, agents received IDR 150,000,- per head. If agents did not want to accept the money, then they received a reward in the form of buffalo leather which has a higher price. The existence of high wages earned from the agent of buffalo skin, as it has done post-harvest used it can be processed and sold to leather industry.

According Winardi (1989), brokers (middleman agent) have a function to negotiate between the manufacturer and seller - retail, no person became the owner of the goods. Suwarno (2006) added that the sales agent for the customer be able to negotiate on behalf of the manufacturers but did not have the rights to sell that item. For more details about the role of agents in this study can be explained as follows:

The way to get buffalo sellers

To obtain buffaloes sellers, agents took a number of ways, this can be seen in Table 1.

Table 1. The way to get buffalo sellers

<table>
<thead>
<tr>
<th>Number</th>
<th>The way to get buffalo sellers</th>
<th>Frequency (person)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agents contact with buffalo sellers in Bolu market</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>2</td>
<td>Agents look for buffalo in rural areas</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Buffalo sellers look for agents</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Agents have given information from relatives</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>10</td>
<td>100</td>
</tr>
</tbody>
</table>

Sources: Primary data after processing, 2012

Based on Table 1. It can be seen that to get buffalo sellers, 50% agents contact buffalo sellers in Bolu market, because their activity were in Bolu market, 20% buffalo seller looked for the agent, 20% received information from the family and 10% for buffaloes agent looked for the producer (farmer). The data (Table 1) explained that the agent would rather be in the Bolu market, because many sellers can be found and they
saw directly buffaloes to be sold rather than agents came to buffalo breeders. This can provide cost efficiency, time and energy in business as an agent.

The way to get buffalo buyers

To obtain buyers, agents can take a number of ways as can be seen in Table 2.

Table 2. The way to get buffalo buyers

<table>
<thead>
<tr>
<th>Number</th>
<th>The way to get buffalo buyers</th>
<th>Frequency (person)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agents already know buyers</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Buyers came to Bolu livestock market and</td>
<td>6</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>agents approach them</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Somebody/Informant</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
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</tr>
</tbody>
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Table 2 showed that 60% of buyer's came to Bolu market. Agent asked gender, age, and appearance of buffaloes that buyers were looking for. Then, agents look for buffaloes in Animals Bolu Market by relying on good terms with the sellers and asked buffalo species that buyers wanted. This was followed by buffaloes price bargaining agreement until final price. Most of the way to get buyer's was agent went to buyers who come in buffaloes Animal Market Bolu, this happen because the intensity of the meetings between agents and buyers happened in Bolu Animal Market. Twenty percent of agent knew buffalo buyer's already and 20% of agents received information from informants.

The length of price negotiation

The length of price negotiation between sellers and buyers by agent can be seen in Table 3.

Table 3. The length of price negotiation

<table>
<thead>
<tr>
<th>Number</th>
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<tr>
<td>1</td>
<td>1 day</td>
<td>7</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>1 month</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
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<td>1</td>
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Table 3 showed that the length of time for price negotiation between the sellers and buyers was 70% of agents needed 1 day, 20% of agents needed 1 month and 10% of agents needed 3 months. The shortest time of the negotiation process between buyers and sellers by agents was only 1 day, this was because most of the activities of agents was in animal market that sellers and buyers can be accelerated. Agents have very important role in the marketing agent buffaloes mainly as a source of information for sellers and buyers so as to accelerate the process of buying and selling buffaloes.
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CONCLUSION

The role of the agents on buffalo marketing in North Toraja regency was important in terms of source of information for the sellers and the buyers so that could accelerate the transaction process of the buffalo.

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