

**CULTURAL ECONOMICS STUDY ON SONOK COW PRICE DETERMINATION IN MADURA****Fuad Hasan\*, Slamet Widodo, and Karisma Trinika Febriyanti**

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**ABSTRACT**

Cultural products have characteristics that cannot be explained by neo classical economic theory like other functional products. The price of cultural goods is not only determined by economic activity and the resources used but also by social values. The sonok cattle is a cultural item that is unique compared to other cultural goods. This uniqueness is an attraction for study compared to other cultural goods. This study aims to determine the non-economic factors that affect the price of sonok cattle in Madura. The research was conducted in the Sonok cattle development area in the Pamekasan Regency area. Primary data were collected using structured interviews toward 43 respondents who had bought sonok cattle in the last two years and one key informant, namely the head of the sonok cattle association. The data were analyzed using multiple linear regression. The results of the analysis showed that price had a positive effect toward the reputation of sonok cattle and the social status expected by buyers. Sonok cattle that have a high reputation based on the number of contest champion statuses, the higher the price of the cow. The implication of the research results for sonok cattle owners is to increase participation in contests to increase the chances of obtaining champion status so that the cows have a high reputation which will ultimately increase prices.

**Keywords:** *cultural economics, cultural goods, sonok cattle***BACKGROUND**

Cultural economics or also often called art economics is the application of economics to the interests or fields of art / culture (Blaug, 2001). The application of economics to art/cultural goods is distinguished from other goods because artistic/cultural goods have an intrinsic value that distinguishes them from other goods (Klamer, 2004). Art or cultural goods exhibit several characteristics that cannot be adequately explained by neoclassical economic theory (Lou, 2013). The application of economics in studying art/cultural goods cannot be used alone but must be combined with other disciplines such as sociology (Towse, 2010). Neoclassical theory explains that product costs or competitors' price offerings dominate to determine prices (Amaral & Guerreiro, 2018). In addition to the cost factor, other factors that determine price are the state of the economy, demand elasticity, market type, demand, supply, actions or reactions of competitors, government regulations, and company goals (Gultom et al., 2019). Meanwhile, the price of art/cultural goods is not only determined by economic action or the function of the resources involved in the production of cultural goods, because the price of cultural goods can express various cognitive and cultural meanings

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(Velthuis, 2003). The economic value of cultural/art goods is also determined by non-economic values such as intangible social values (Currid, 2007). According to Plattner (1998) when art or cultural goods enter the market they will become "vablen goods" or goods that often signify a high social status for the owner so that the high price is not simply the result of economic factors such as production costs, scarce supply and high demand. Further, Carter cit. Susanto et al., (2017), emphasized that there is a very thick difference in determining the price of art/cultural commodities and commodities of ordinary functional objects. The price of cultural property is not only determined by production indicators, but requires a number of components or other valuation causes and cultural commodities do not have a normal scheme for evaluating prices. Such market behavior appears to be economically irrational, but makes sense when the cultural context is fully understood.

According to Currid (2007) the place of origin of art/cultural goods influences the value of these goods because the production system involves the arts/culture of the people who are so deeply rooted. Madura has two types of cattle which have become cultural icons and have high socio-cultural values, namely the Kerap Cow and the Sonok Cow (Sultoni & Alrianingrum, 2020). The bull is a bull whose grooming is intended for speed contests (Hasan, 2012). Sonok cows are cows that are groomed for beauty, grace and skill contests (Nurlaila & Kutsiyah, 2012). The beauty and grace as well as the skill of the Sonok Cow can be seen from the elegance, harmony in walking, the compactness of the footsteps towards the finish line and see which cow has a beautiful body shape with all the accessories used with the accompaniment of soronen music (Izzak et al., 2012). According to Haerussaleh (2017), the Sapi Sonok performance can be categorized as a traditional art because in the performance it uses tradition (kidung) to 'hypnotize' cows so that the cows obey their master's orders. According to Throsby (2003), the characteristics of cultural goods that give rise to their cultural value as conveyed may include their aesthetic nature, their spiritual significance, their role as a giver of symbolic meaning, their historical importance, their significance in influencing art trends, their authenticity, integrity, uniqueness, and so on. Referring to the characteristics of these cultural goods, the sonok cow deserves to be called a cultural item.

Economically, sonok cattle have a high selling value (Ambarwati & Ratna, 2019). The price of sonok cattle can be double or more than the price of slaughter cattle of the same age. The price of a calves (1 year old) reaches Rp. 20 million, while the price for a calves (1 year old) in Madura is around Rp. 7 million. Prices for adult sonok cattle range from Rp. 50 million to Rp. 125 million or even more, while the price for mature beef cattle in Madura ranges from Rp. 12 million – Rp. 17 million. The magnitude of the price difference indicates that there are differences in the factors that determine the selling price between sonok and beef cattle. Both types of cattle have different characteristics in terms of maintenance and function. In the aspect of maintenance, apart from aiming to increase weight and health as beef cattle, sonok cattle also aim to have an attractive appearance and skills that require higher costs.

According to Duvaouroux (2011), among the determining factors for the price of art/cultural products are their physical nature or form and reputation. Plattner (1998) he added, when art or cultural goods enter the market, they will become "vablen goods" or goods that often signify a high social status for the owner so that the high price is not just a result of economic factors. Both of these opinions can be interpreted that there are non-economic factors that influence product pricing,

especially products that have artistic or cultural value, namely physical form, reputation and social status.

Studies on the cultural economy and variable goods have been carried out a lot. Most of them are in contemporary arts/culture products such as painting and performing arts (music, film, theater, opera, dance) (Velthuis, 2002; Burke, 2011; Cetina & Badin, 2019; Frey, 1994). Study of Graden & O'Dell (2016) that studying historical objects such as museums and cultural heritage and the creative industry. Sonok cows are a unique cultural product. The sonok cow contest can be categorized as a performing arts as well as a cultural heritage which at the same time shows the uniqueness of an area, namely the island of Madura. Sonok cow contest in shape appearance and demonstration of a cow complete with jewelery and waddling with movements according to the rhythm of the music and accompanied by dancer-charmer dances.

Sonok cattle besides having an important role in cultural preservation, sonok cattle also have an economic impact. According to Seaman (2011), there are three categories of economic impact from an artistic/cultural asset, namely: 1) consumption impact from both actors and users. Food and attributes used in sonok cattle become economic potential. Likewise with buying tickets by spectators of the cowboy contest. 2) there is potential for long-term increases in productivity and economic development related to cultural assets. In the long term, if the cow contest becomes more crowded, it has the potential to increase the price of supporting facilities from the sonok cattle contest such as transportation and lodging as well as the potential for opening new jobs both directly related to the contest and support services. 3) short-term impact on the area due to economic activity in the contest of cultural assets.

Based on the description above, sonok cattle have an important role in preserving culture on the island of Madura and have an economic impact on both sonok cattle owners and the surrounding community. This makes sonok cattle a cultural item that is different from the cultural goods studied by previous researchers regarding the factors that influence its price. Therefore this study aims to analyze the non-economic factors (physical form, reputation, social status) that determine the price of sonok cattle. It is hoped that the results of this study can complement the cultural economic studies on cultural goods that have been carried out previously where the previous studies have object characteristics that are different from the studies in this study.

## RESEARCH METHODS

The research was conducted in the Papabaru area (Pakong District, Pasean District, Baturmarmar District, and Waru District) in September 2021 – July 2022. The choice of location was made deliberately with the consideration that the Papabaru area is a center for sonok cattle and is a Madura cattle conservation area according to the Decree. Regent Number 188/173/432.131/2015. This is in accordance with the opinion Currid (2007), that the reputation of a place can make art/cultural goods gain value and legitimacy. The number of samples or respondents in this study was determined using a formula adopted from Lemeshow et al (1990) cit. Hassan (2020):

$$n = p \cdot (1 - p) \left( \frac{Z_{\alpha}}{e} \right)^2$$

$$n = 0,5 \cdot (1 - 0,5) \left( \frac{1,960}{0,15} \right)^2 = 42,63 \approx 43$$

Note: n is the number of samples,  $Z_{\alpha}$  is the score on the normal curve for a 95% deviation of 1.960, p means the expected proportion of the population, the population size is not known with certainty then use the approach  $p = q = 0.5$  and e, which is the error limit that the researcher will use (15%).

The results of the calculation of the Lemeshow method obtained a sample size of 43. The sampling technique used purposive sampling with the criteria that the respondent had bought an adult sonok cow in the last 2 years. The research uses primary data obtained from measured interviews directly with a questionnaire guide to the respondents. The questionnaire was made with reference to the indicators of the research variables (Table 1). In addition to the 43 respondents, primary data was also collected from key informants, namely the head of the Sonok Cattle Association in the Papabaru area.

According to Duvaurox (2011), among the determining factors for the price of art/cultural products are their physical nature or form and reputation. Plattner (1998), added when art or cultural goods enter the market, they will become "vablen goods" or goods that often signify a high social status for the owner so that the high price is not just a result of economic factors. Based on these two opinions, this study uses three price determining variables, namely reputation, physical form, and social status.

The scale for measuring the determining price variable uses a Likert scale, (1 = strongly disagree; 2 = disagree; 3 = disagree; 4 = agree; 5 = strongly agree). After the questionnaire was compiled, it was then tested on 20 buyers of sonok cattle to test the validity and reliability of the statement indicators on the questionnaire. The validity test is calculated using the correlation coefficient for each question item with a total value obtained from the results of the questionnaire on the basis of decision making if  $r \text{ count} > r \text{ table}$  or significant  $< 0.05$  and a positive value then the question is declared valid. While the reliability test uses the standard Cronbach Alpha value with reliable decision making when the Cronbach Alpha value is  $> 0.60$ , it means that the instrument is reliable.

**Table 1.** Operational Variables

Variable	Indicator	Measurement Scale
Price (Y)	Rupiah value	Intervals
Reputation (X1)	Contest entry	Ordinal
	Obtain nominations	Ordinal
Physical Form (X2)	Horn.	Ordinal
	Hump neck.	
	Body hair.	
	Eyelashes.	
	Eye color.	
	White tarmac.	
	Lower limbs.	
Hair swirls under the eyes.		
	Serenity in a crowd.	

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	Pride.	Ordinal
Social Status (X3)	Feeling appreciated Feeling respected The feeling of being admired	

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Determining factors were analyzed by regression analysis. Because the regression analysis requires data on an interval scale, the research data with an ordinal (likert) scale is first transformed into an interval form with the MSI (Method Successive Interval) method available in the Microsoft Excel application. The form of the regression equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

- Y : Purchase price of sonok cattle  
 $\beta_0, \beta_1, \beta_2, \beta_3$  : Constant coefficient  
X1 : Achievement  
X2 : Physical form  
X3 : Social status  
e : Term error.

Hypothesis testing is done using the F test and t test. The F test is used to determine how far all the independent variables jointly influence the dependent variable. The hypothesis proposed is as follows:

1. H0: There is no significant effect of achievement, physical form and social status variables on the purchase price of sonok cattle together.
2. H1: There is a significant influence of achievement, physical form and social status variables together on the purchase price of sonok cattle.

The test criteria are if the calculated F value  $< F$ -table at  $\alpha = 5\%$  then H0 is accepted, otherwise if the calculated F value  $> F$  table then H0 is rejected, H1 is accepted.

The partial test or t test is used to determine the significant level of each independent variable that individually influences the purchase price of sonok cattle. The hypothesis proposed is as follows:

1. H0: There is no significant effect of achievement, physical form and social status variables individually on the purchase price of sonok cattle.
2. H1: There is a significant influence of achievement, physical form and social status variables individually on the purchase price of sonok cattle.

The test criteria are if the t-count value  $< t$ -table at  $\alpha = 5\%$  then H0 is accepted, H1 is rejected otherwise if the t-count value is  $> t$  table then H1 is accepted.

## RESULT AND DISCUSSION

Before the primary data is analyzed, the instrument is tested first through validity and reliability tests. The results of the validity test are based on the value of Corrected Item Total Correlation, compared to the r-table shows that all the questions in the set of variables have a

Corrected Item Total Correlation value  $>$  r-table (0.31) so that the questionnaire is declared valid. The reliability test refers to the Cronbach alpha value  $>$  0.6. Based on the results of the reliability test, the Cronbach alpha value for all variables has a value of  $>$  0.6.

### Sonok Cow Purchase Price

The purchase price of cattle by the respondents varied widely and the highest and lowest price ranges were also large. The distribution of purchase prices for sonok cattle can be seen in Table 2. Prices for sonok cattle purchased by respondents ranged from Rp. 20 million to Rp. 100 million per head, meaning that buying a pair ranges from Rp. 40 million to Rp. 200 million. Cows priced at Rp. 40 million a pair are for calf cows that are about 1 year old. Prospective sonok cows are calves from the mother sonok cows. In order to become a sonok cow, the owner must train and care for it like caring for a sonok cow (bathing with shampoo, filing horns and hooves, and given special food or drinks such as herbs, honey, and potions that are kept secret by each owner).

**Table 2.** Purchase Price of Sonok Cattle per Head in Pamekasan Regency (n=43)

Purchase price	Amount (person)	Percentage (%)
Rp. 20,000,000 – Rp. 28,000,000	24	56
Rp. 28,000,001 – Rp. 46,000,000	3	7
Rp. 46,000,001 – Rp. 64,000,000	7	16
Rp. 64,000,001 – Rp. 84,000,000	8	19
Rp. 80,000,001 – Rp. 100,000,000	1	2

Source: Primary Data Processed, 2022

Sonok cow training begins with how to stand and how to walk with the accompaniment of sorenen music. The standing exercise aims to build a good physical cow and train the calm of the cow. The standing exercise is carried out by tying the cows and standing in pairs with the forelegs higher than the hind legs (Figure 1). This exercise is often called tacek.



**Figure 1.** Tacek by the Sonok Cow Association in West Waru

The cow price, which reaches Rp. 200 million a pair, is a sonok cow that has won the contest. This female cow contest competes for the beauty, courage and ability of cows to waddle while accompanied by saronen music and controlled by jockeys holding a 7-meter rope. The criterion for the sonok cows that can win the contest is the pair of sonok cows who can cross the arena with compact and harmonious steps without stepping on the track line to the finish line. In addition, the posture or shape of the body and the accessories used are also used as evaluation criteria.



**Figure 2.** Sonok Cow Contest

### **The Importance of Variables in Determining the Price of Sonok Cattle**

All of the variables that are thought to affect the price of sonok cattle are perceived as important by the respondents but there are differences in the magnitude of the score for each variable (Table 3). The reputation variable gets a score of 4.05 (out of a maximum score of 5) or is in an important category. The reputation variable is measured by participation indicators in contests and nominations obtained from contests. Buyers of sonok cattle think that the reputation of the cow to be purchased is an important thing to consider before determining the price of sonok cattle. The reputation of a cow can be seen from how often sonok cows are included in the contest and how many nominations they get from the contest. The importance of reputation in determining this price is in accordance with the research results Nurlaila & Kutsiyah (2012) which states that participation in sonok cow contests can be used to increase the selling value of cows especially when they can become winners. The cows that win the contest have a high price of up to hundreds of millions of rupiah per pair, not much different from the cows that win the race (Romadhan, 2019).

**Table 3.** The Importance Level of Variables that Presumably Determine Sonok Cattle Prices

<b>Variable</b>	<b>Average Score</b>	<b>Category</b>
Performance	4.05	Important
Physical form	3.94	Important
Social status	3.98	Important

Source: Primary Data Processed, 2022

The physical form variable is in an important category, which means that physical form is an important consideration for sonok cattle buyers in determining the price. The physical form in question includes an oval head, narrow eyes and black eye circles, small ears, small and sharp horns, shiny brown fur that looks like oily, humped neck, white tail, and calm in a crowd.

The social status variable is in an important category, which means that cattle buyers consider the impact of social status when they buy sonok cattle. Sonok cows as art and cultural goods can affect the social status of their owners. People who own sonok cows are considered to have high social status or are considered rich. The high price and maintenance costs have caused the ownership of sonok cattle to be dominated by people from the upper middle social class (Dannur, 2018). The higher the price of the cow, the more pride and honor the owner will have because buying a high sonok means that the owner of the cow is considered a rich person. In addition, the higher price of sonok cows owned means that these cows are good cows and often win contests. Sonok cows that get nominated or win contests will make their owners proud. For some Madurese, pride and honor are very important so that the amount of money spent will not be taken into account (Astutik & Sarmini, 2014).

#### **Factors Determining the Price of Sonok Cattle.**

Testing the first hypothesis is knowing the factors that determine the price of sonok cattle in Pamekasan Regency using multiple linear regression analysis. The results of the calculation of multiple linear regression analysis, obtained the feasibility value of the model which can be seen in table 4.

**Table 4.** Calculation Results of Multiple Linear Regression Analysis

<b>Variable</b>	<b>Coefficient</b>	<b>t Count</b>	<b>t Table (<math>\alpha=5\%</math>)</b>
Reputation	0.189	4.257	2.018
Physical form	-0.023	-0.629	2.018
Social status	0.202	3.411	2.018
Constant		-1.325	
Adjusted R Square		0.517	
F Count		16.000	

Source: Primary Data Processed, 2022

Based on table 4 it can be seen that the Adjusted R Square value is 0.517 or 51.7%, meaning that the variables of achievement, physical form and social status are able to explain the price variable by 51.7%. The remaining 48.3% is explained by other variables outside the model. The coefficient of determination value of 51.7% indicates that this regression model is feasible. It is said to be feasible because it has a coefficient of determination of more than 50%. The assumption is that the variables included in the model have been able to provide an explanation of more than 50%. According to the chairman of the sonok bull association, there are other factors that can determine the price of sonok cattle, namely the origin of the cattle. Cows can be highly valued if they come from good breeders and who often win in contests.



The F count is 16.000. Table F with a significance level ( $\alpha$ ) = 5% obtained F table of 2.85. Then the value of Fcount is greater than Ftable ( $16.000 > 2.85$ ) meaning that  $H_0$  is rejected,  $H_1$  is accepted, that is, there is a significant influence between the variables of achievement, physical form and social status simultaneously (together) on the purchase price of sonok cattle. Sonok cattle buyers will consider these three variables in determining the purchase price.

$$Y = -1.325 + 0.189X_1 + (-0.023)X_2 + 0.202X_3 + e$$

The reputation variable has a t count of  $4,257 > t$  table 2.018, meaning that there is a significant effect of the achievement variable on the price of sonok cattle. The regression coefficient of the reputation variable is positive (0.189) which means that the better the reputation of sonok cattle, the price of sonok cattle will increase. Because reputation is measured by the frequency of participating in contests and the nominations obtained from contests, it can also be interpreted that the more often a cow is entered in a contest and the more often a winner is nominated, the higher the price of sonok cattle. The winning cows of the sonok bull contest have soaring prices up to hundreds of millions of rupiah per pair, not much different from the cows that won the karapan competition (Romadhan, 2019). Buyers of bullocks who have been champions dare to buy at a price of Rp. 150-500 million / pair depending on the level of the championship (Astutik & Sarmini, 2014). The award or pinning of the champion serves as a measure of the quality of the contestants or art/cultural products and at the same time increases their popularity in the cultural industry (Wijnberg, 2013). So it is only natural that sonok cows that win contests are valued at high prices.

The positive influence of the reputation variable supports previous research by Rusfidra (2006), who examined the price of chickens for crowing competitions where the higher the performance of the crowing cock, the price was relatively higher compared to chickens that did not have a melodious crow. Likewise research results from Widodo & Yazak (2018), stated that the high and low prices of lovebirds - not animals traded for consumption - are determined by their achievements and beauty. Research result by Hidayatuloh et al. (2019), quality lambs are produced from quality parents and if they ever win a contest they have a higher price compared to other lambs.

The physical form variable has  $t$  arithmetic  $-0.629 < 2.018$ , meaning that there is no significant physical shape effect on the price of sonok cattle. This happens because this physical form is a small part of the criteria for evaluating cows that are nominated as champions in the sonok cow contest. On the other hand, nominations in contests have become an indicator of reputation variables so that the significance level of influence on pricing is low. At first the Cow Sonok culture only assessed the physical form of the cow, but in its development the assessment of the Sonok Cow contest also looked at its compatibility and accessories (Romadhan, 2019).

The social status variable has t count  $3,411 > t$  table 2.018 with a coefficient of 0.202, meaning that there is a positive influence of the social status variable on the sonok cattle price variable. The higher the social status expected by the buyer by owning sonok cows, the buyer is willing to pay a high price. Sonok cows as art and cultural goods can affect the social status of their owners. People who own sonok cows are considered to have high social status or are considered rich. This assumption is reasonable because the cost of raising sonok cows is not small. Sonok cattle maintenance can reach Rp. 37 million per year (Sukastini et al., 2022)

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The results are in accordance with opinion of Yin & Phillips (2020) who stated that the meaning contained in cultural products often involves legitimacy issues because consuming these products is closely related to one's self-identity and social status. According to Zali (2019), sonok cows are a reflection of a person's success in raising cows and can also be used as a means to elevate social status. Especially by buying sonok cows that have won contests. Prizes given to contest winners are usually in the form of household furniture such as refrigerators, washing machines, fans, rice cookers, and a little coaching money. For sonok cow owners, gifts of money or goods that are not commensurate with the costs incurred are not a problem. The most important thing for a cow owner is champion status. By holding the title of champion, the name of the owner or buyer will become famous so that his social status will be raised (Izzak et al., 2012). Even cattle owners who want to maintain their social status will not sell their cows, no matter how high the bidding price is (Hasan, 2012). Duvaurox (2011) argues that ownership of art/cultural goods may imply negative dividends in terms of costs but provide psychological benefits.

### CONCLUSION AND SUGGESTION

Based on the results of the research and discussion, it can be concluded that achievement and social status factors statistically have a positive effect on price determination for sonok cattle. For breeders who expect the selling price of sonok cattle to be high, they are expected to improve the reputation of their cows by participating in contests as often as possible so that there is an opportunity to make their cows excel. Cow owners are also advised to maintain the purity of their cow's lineage.

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