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COCOA MARKETING CHANNEL ANALYSIS IN MARGOLEMBO VILLAGE, MANGKUTANA DISTRICT, EAST LUWU REGENCY

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ABSTRACT

The cocoa marketing problem faced is the lack of information on marketing channels for farmers whereas from the farmer's point of view as producers, information regarding effective and efficient marketing channels is one of the things that can encourage increased cocoa production. The importance of access to marketing information for farmers so that farmers can find out directly the selling price of cocoa from each marketing agency. The purpose of this research is to analyze the size of the margin in each cocoa bean marketing channel that has been formed. The analysis in this study includes channel analysis and marketing functions, marketing margins and efficiency. The results showed that there were 2 marketing channels in Margolembo Village, where channel I: farmers --- wholesalers --- cocoa management companies and channel II: farmers --- collecting traders --- wholesalers --- cocoa management companies. Marketing functions carried out by cocoa bean marketing institutions include exchange functions, physical functions and facility functions. The biggest margin, cost and profit value is in channel II, which is Rp 4,000. Based on the marketing efficiency analysis obtained, the two marketing channels in Margolembo Village are efficient and channel I is the most efficient marketing channel with a value of 4.4% and marketing channel II with an efficiency value of 6.9%. The conclusion of this research is that marketing channel I's marketing margin is Rp 1,000/kg and in marketing channel II is Rp 4,000/kg.

Keywords: *cocoa, marketing channel, marketing efficiency*

BACKGROUND

Cocoa production in Indonesia in 2016 has increased from 661,243 tonnes in 2015 to 760,430 tonnes. When compared with the area Cocoa plantation area in Indonesia has reached 1.7 million hectares. The main centers for cocoa production are in parts of Indonesia East, covering the provinces of South Sulawesi, North Sulawesi and Central Sulawesi. Of the three provinces, Central Sulawesi is listed as the largest province compared to the other two provinces. With a total average production of 156,637 tons per year. While in the South Sulawesi region as the second largest cocoa production center in Indonesia with an average production of 119,795 tons per year (Direktorat Jendral Perkebunan 2016).

Cocoa is a type of plantation crop that has a quite real and reliable role in realizing agricultural development programs, especially in terms of providing employment, driving regional development, increasing farmer welfare and increasing state income/foreign exchange (Arief, 2018). Most of the plantation crops produced in East Luwu Regency are cocoa. Based on 2020 BPS data, in 2019 East

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Luwu Regency produced as much as 6,055 tons of cocoa and a cocoa plantation area of 13,792 hectare. Cacao is one of the leading plantation crops in East Luwu Regency which can improve the standard of living of farmers by applying mechanisms and technologies for cultivating cacao plants in an integrated manner, both through intensification and extensification activities.

Mangkutana District is one of the cocoa producers in East Luwu Regency. The area of cocoa plantations in the Mangkutana District in 2018 and 2019 was 1,295.10 ha and 1,043.31 ha with a production yield of 607.10 tonnes in 2018 and a production yield of 233.60 tonnes in 2019 (Arieska & Herdiani, 2018) (BPS Luwu East, 2020). Cocoa plantations in Mangkutana District have become entrenched in people's daily lives. Generally cultivated by farmers on a small (narrow) scale, they are said to be narrow because people's cocoa is usually managed with simple cultivation techniques in the form of fertilization according to the farmer's ability. The cocoa marketing problem encountered is the lack of marketing channel information for farmers whereas from the farmer's point of view as producers, information regarding effective and efficient marketing channels is one of the things that can encourage increased cocoa production. The importance of access to marketing information for farmers so that farmers can find out directly the selling price of cocoa from each marketing agency.

Margolembo Village, Mangkutana District, East Luwu Regency, which is a research area, found the problem of farmers lacking information regarding effective and efficient marketing channels, resulting in farmers not knowing the selling price and marketing costs of cocoa from each marketing agency. In addition, there are differences in prices obtained by farmers and also an unequal profit level obtained by marketing agencies. Therefore, the authors are interested in conducting research to analyze the marketing channels and marketing functions carried out by each marketing agency for cocoa beans in Margolembo Village as well as the marketing margins and efficiency obtained by each marketing agency involved.

Research gap (novelty) according to research from Sally Montonglayuk, Martha Turukay (2016) with the research title Production and Marketing Channels of Cocoa (Theobroma cacao L) in Rumahkay Village, Amalatu District, West Seram Regency. The results showed that the factors that had a significant effect on production were land, fertilization, pruning and pesticides, while sanitation and labor had no significant effect on cocoa production. In this study there were also 2 marketing channels for cocoa, namely farmers-collectors-wholesalers and farmers-wholesalers. In the research of Maniku et al. (2021) with the research title Analysis of Cocoa Marketing in East Bacan District, South Halmahera Regency. The results showed that there were 3 marketing channels, namely channel I and channel II, which was a one-level channel, and channel III, which was a two-level channel. This research also shows that these three marketing channels are classified as efficient. The functions of the marketing agency carried out by the marketing agency are the exchange function, the physical function and the facility function.

Based on these two studies, it can be seen that research on the marketing analysis of cocoa commodities has never been carried out in Margolembo Village, Mangkutana District, East Luwu Regency. Therefore, researchers want to examine the analysis of cocoa marketing channels by analyzing channels and marketing functions, marketing margins and marketing channel efficiency for cocoa bean commodities.The purpose of this study was to analyze the amount of margin for each marketing channel for cocoa beans in Margolembo Village, Mangkutana District, East Luwu Regency. So that it can be useful and add information to the marketing agencies involved.

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RESEARCH METHODS

This research was conducted in Margolembo Village, Mangkutana District, East Luwu Regency. The research time lasts for one month which will be carried out in August 2022. The sampling technique in this study was carried out using the simple random sampling method. According to Arieska & Herdiani (2018), simple random sampling or commonly abbreviated as random sampling is a sampling method in which each member of the population is given the same chance (opportunity) to be selected as a sample. The total number of cocoa bean farmers in Margolembo Village is 203 people. The number of samples can be selected as much as 10% of the population. Based on this, the number of respondents in this study were 20 cocoa bean farmers in Margolembo Village.

Determination of the trader sample is done by Snowball Sampling method. The Snowball Sampling technique is a multi-stage technique based on the analogy of a snowball, which starts small, then increases gradually due to the addition of snow when it is rolled over a snow bed. It starts with several people or cases, then expands based on relationships with respondents (Nurdiani, 2014). The selection of respondent farmers and marketing institutions is intended to obtain primary data using a questionnaire.

The type of data used in this study is divided into qualitative and quantitative data. Qualitative data analysis techniques, namely using channel analysis and marketing functions. Quantitative data, namely using margin analysis and marketing efficiency analysis. Data analysis used in this research is analysis of marketing channels, marketing margins, marketing costs, marketing profits and marketing efficiency. To find out the marketing system for cocoa beans, descriptive analysis of marketing channels is used. Margin analysis is used to find out the marketing margins of cocoa beans at each marketing agency.

1. Marketing Margin

$$M = Hp - Hb$$

Information:
M : Marketing Margin (Rp/kg)
Hp : Sales Price (Rp/kg)
Hb : Purchase Price (Rp/kg)

2. Marketing Efficiency

$$Eps = \frac{BP}{NP} X\ 100\%$$

Information:
Eps : Marketing Efficiency (%)
BP : Total Marketing Cost (Rp/kg)
NP : Total Product Value marketed (Rp/kg)
The lowest Ep value = the most efficient

Marketing efficiency decision-making rules (Soekartawi, 2002)
a. If the Ep value <50% then the marketing channel is efficient
b. If the Ep value is > 50% then the marketing channel is less efficient

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RESULT AND DISCUSSION

Farmer Respondent Identity

The identity of the respondents described in the following discussion describes various aspects of the situation which includeage, family responsibilities, education and experience of the respondents which will be described as follows:

Age

Age greatly affects a person's activities because it is directly related to physical and mental strength so that it is closely related to decision making. Respondents who are still young tend to have better physical abilities compared to respondents who are old. This is in accordance with the opinion (Aprilyanti, 2017) who said that those who are still in their productive age usually have a higher level of productivity compared to workers who are old so that they are physically weak and limited. The characteristics of research respondents based on age ranges can be distinguished as shown in Table 1.

Table 1. Age of Cocoa Farmer Respondents in Margolembo Village, Mangkutana District, East Luwu Regency

No	Age Range (Years)	Number of people	Percentage (%)
1	30-40	5	25
2	41-50	7	35
3	51-60	5	25
4	61-70	3	15
	Amount	20	100

Based on Table 1 above, it can be seen that the classification of research respondents based on age level concluded that 85% of respondents belonged to productive age which had an age range of 30-60 years. While the remaining 15% are classified as those who are no longer productive. This condition illustrates that most of the farmer respondents who run a business are classified as productive and have good physical abilities so they can run their business well.

Family Dependents

The large number of family dependents will be related to the availability of labor for farming activities and besides that it can encourage farmers to work harder to meet the needs of the family members (Yusmel et al., 2019). The composition of the respondent's family dependents can be seen in Table 2.

Table 2. Respondent's Family of Cocoa Farmers in Margolembo Village, Mangkutana District, East Luwu Regency.

No	Range of Dependents (Person)	Number of people	Percentage (%)
1	1-2	8	40
2	3-4	11	55
3	5-6	1	5
	Amount	20	100

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Based on Table 2, it can be seen that the number of dependents of the farmer respondent families has an almost equal percentage. The size of the number of family members in a household indicates the size of the burden that must be borne by the farmer as the head of the family.

Education Level

Based on Table 3, it can be seen that the percentage of education level of the farmer respondents is mostly only elementary school graduates/equivalent. With the education they have, it is expected that respondents can respond well enough to new things to develop their businesses. Farmers who have a higher level of education are usually quicker and more precise in the decision-making process when there is a problem that occurs in their farming business compared to farmers who have a lower level of education.

Table 3. Education Level of Cocoa Farmers Respondents in Margolembo Village, Cocoa District, East Luwu Regency

No	Education Level	Number of people	Percentage (%)
1	Elementary School	9	45
2	Junior High School	7	35
3	Senior High School	4	20
4	Bachelor Degree Graduate	0	0
	Amount	20	100

Experience

Experience is a factor that influences the mindset in decision making. Farmers who have longer farming experience will be better able to plan their farming better because they already understand all aspects of farming. According to Mandang, Sondakh, & Laoh (2020), farming experience is the length of time farmers carry out farming activities. The experience of respondents based on the length of time they have worked or been in business in the agricultural sector can be seen in Table 4.

Table 4. Experience of Cocoa Farmers Respondents in Margolembo Village, Mangkutana District, East Luwu Regency.

No	Experience (Year)	Number of people	Percentage (%)
1	5-10	8	40
2	11-15	3	15
3	16-20	4	20
4	21-25	5	25
	Amount	20	100

Based on the table above, it can be seen that the most farming experience is less than 10 years as many as 8 people with a percentage of 40%. While the longest farming experience is 21-25 years as much as 25%. So, it can be said that the working experience of farmers in cocoa farming is long enough so that farmers have a fairly good mindset in the decision-making process.

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Trader Respondent Identity

1. Wholesalers. In this study, there were two wholesalers namely UD. Cenning belongs to Mr. Agus Supriyono who is in Balaikembang Village, Mangkutana District, East Luwu Regency and Toko Akbar owned by Mr. Akbar who is in Balaikembang Village, Mangkutana District, East Luwu Regency.
2. Collector Traders. There are two collecting traders in Margolembo Village, Mangkutana District, East Luwu Regency, namely Mr. Samsuriyadi and Mr. Ansar. Collector traders came directly to the wholesalers in Balaikembang Village, Mangkutana District, East Luwu Regency. Collector traders then sell their dry cocoa beans to the wholesalers for a feehow to transport cocoa beans from the collector's house to the wholesaler's shop. Mr. Ansar as a collector in Margolembo Village sold it to Mr. Agus Supriyono as the owner of UD. Cenning who is in Balaikembang Village. Mr. Samsuriyadi sells his dry cocoa beans to Mr. Akbar who owns Toko Akbar in Balaikembang Village.

Age

Age is a factor that can affect a person's ability to work (Vega C. Sengkey, 2018). The characteristics of research respondents based on age ranges can be distinguished as shown in Table 5.

Table 5. Range Age of Respondents Cocoa Traders

No	Age Group (Years)	Number of people	Percentage (%)
1	35-45	2	50
2	46-55	2	50
	Amount	4	100

Based on Table 5, it can be seen that 100% of the respondent traders are classified as productive age because they are in the age range of 15-55 years. This shows that all respondents traders can run their business well. Ages that are still in their productive period usually have a higher level of productivity than workers who are old so that they are physically weak and limited.

Family Dependents

The number of family dependents is the number of family members who are still dependents of the family, both siblings and non-siblings who live in the same house but are not yet working (Irmawati & Maulyana, 2021). The composition of the dependents of the merchant respondent's family can be seen in Table 6.

Table 6. Respondents' Families of Cocoa Farmers

No	Range of Dependents (Person)	Number of people	Percentage (%)
1	3-4	3	75
2	5-6	1	25
	Amount	4	100

Based on Table 6 above, it can be explained that as many as 3 trader respondents (75%) have family dependents of 3-4 people and only 1 person (25%) trader respondents have family dependents

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of 5-6 people. The size of the number of family dependents will still influence the respondent to work harder in managing his business to meet the daily needs of his family.

Education Level

Education is an important factor that can affect the process of acceptance and application of a technology by someone (Sengkey, 2018). The education level of cocoa trader respondents can be seen in Table 7.

Table 7. Education Level of Cocoa Traders Respondents

No	Education Level	Number of people	Percentage (%)
1	Elementary School	1	25
2	Junior High School	0	0
3	Senior High School	3	75
4	Bachelor Degree Graduate	0	0
	Amount	4	100

Based on Table 7 above, it shows that 3 people (75%) of the trader respondents have graduated from high school/equivalent education level and the remaining 25% have only graduated from elementary school. This shows that the trader respondents have a good mindset so that they can manage their business well and can easily accept new innovations.

Business Experience

Based on Table 8 above, it can be seen that 3 people (75%) of respondents have quite a long experience of trading cocoa beans, namely in the range of 16-26 years. Meanwhile, 1 person (25%) of respondents had only been in business for 5 years. In general, respondents have sufficient experience in managing their business so that with this experience respondents are able to overcome problems that occur in their trading business.

Table 8. Trade Respondents Trade Business Experience

No	Experience (Year)	Number of people	Percentage (%)
1	5-15	1	25
2	16-26	3	75
	Amount	4	100

Marketing channel

The marketing channel for dry cocoa beans at the research location consists of interrelated sub-systems, namely:

1. Cocoa producers/farmers
2. Intermediary traders are collector traders
3. Wholesalers

The price of dry cocoa beans in the study area varies greatly, starting from Rp 28,000 up to Rp 32,000 per kilogram. Price differences that occur based on quality, length of the marketing chain and other factors. The marketing channel for dry cocoa beans in the research location can be seen in the following figure 1.

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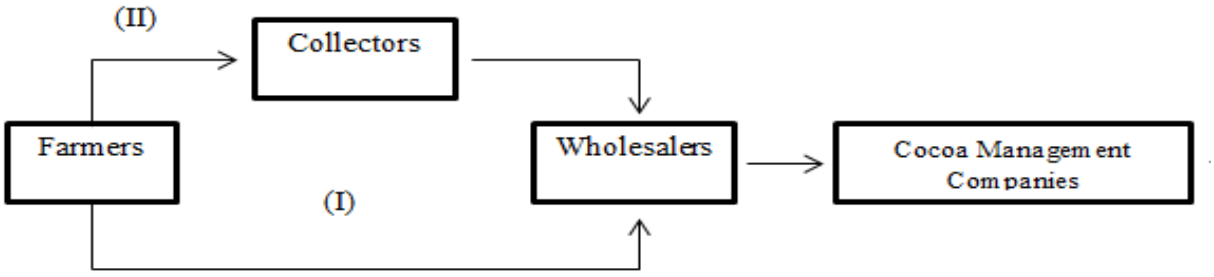

Figure 1. Schematic of the Marketing Channel of Dried Cocoa Beans in Margolembo Village, Mangkutana District, East Luwu Regency

In Margolembo Village, most of the farmers (75%) sell their cocoa beans to collectors. Then the collectorswill sell cocoa beans to wholesalers and then forward them to cocoa management companies and distribute them to company partners. Farmers feel more profitable if they sell cocoa beans to collectors because none of the cocoa beans sold are returned because the collecting traders do not sort them. In addition, the distance from the cocoa drying location or the farmer's house is quite close to the selling location, namely the collector trader's house. Meanwhile, if farmers and collectors sell directly to wholesalers, there is a possibility that the cocoa beans will be returned because they do not meet the criteria/quality standards for cocoa beans. Based on the results of research in the field, there are 2 types of marketing channels for dry cocoa beans at the research location. The marketing channels formed in Margolembo Village, Mangkutana sub-district, East Luwu Regency can be seen in Table 9.

Table 9. Respondent Marketing Channels

Marketing Channel I	Number of people	Percentage (%)
Farmer Wholesalers Cocoa Management Company Corporate Partners	5	25
Marketing Channels II		
Farmer Collector Traders Wholesalers Cocoa Management Company Corporate Partners	15	75
Amount	20	100

Marketing Channel I

In channel I, farmers sell their cocoa beans directly to wholesalers, so there are no middlemen in this channel. Channel I scheme can be seen in Figure 2 below.

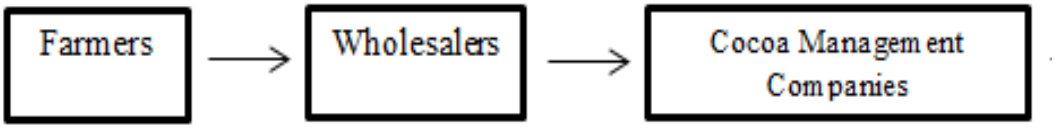

Figure 2. Marketing Channel I

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Based on Figure 2, in this type of channel I farmers directly sell their dry cocoa beans to wholesalers, then distribute them to cocoa processing companies. This is because farmers have more cocoa production. In addition, farmers feel that they get greater benefits because they are not going through intermediary traders (collecting traders). This form of marketing channel I is shorter than marketing channel II so that it can save on marketing costs for cocoa beans and in the end can increase the selling price of farmers and the income received by cocoa farmers.

Marketing Channel II

Marketing channel II is a marketing channel that uses intermediary traders, namely collector traders. Where is this marketing channel from farmers who sell cocoa beans to collector traders and then collector traders sell cocoa beans to wholesalers. Schematic of marketing channel II can be seen in Figure 3.

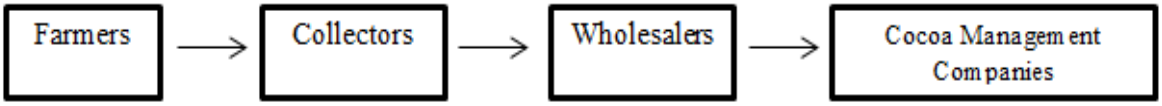

Figure 3. Marketing Channels II

Based on Figure 3, it can be seen that in marketing channel II the farmers sell their dry cocoa beans to the collecting traders, then the collecting traders resell them to the wholesalers and the wholesalers distribute them to cocoa management companies. Farmers sell their dry cocoa beans to collectors because the production is not too much and the distance is quite close to the location of the collectors. So that farmers do not need to pay for transportation costs that are too large.

Marketing Functions of Each Marketing Institution

The marketing functions of cocoa beans carried out by each marketing agency can be seen in Table 10.

Table 10. Marketing Functions of Cocoa Beans Performed by Farmers and Traders

No	Marketing Function	Farmer	Collector Traders	Wholesalers	Cocoa Management Company
1	Exchange function				
	a. Sales function	√	√	√	√
	b. Purchase function	X	√	√	√
2	Physical function				
	a. Storage function	√	√	√	√
	b. Transport function	√	√	√	√
3	Facility function				
	a. Standardization function	X	√	√	√

Information:
√ : Carry out the function
X : Does not carry out the function

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Based on Table 10, it can be seen that each marketing agency plays a different marketing function. The sales function is carried out by all marketing agencies including farmers. While the purchasing function is carried out by all marketing agencies except farmers. This is because farmers only sell their cocoa beans and do not carry out the process of purchasing cocoa beans. The storage function is also carried out by farmers and all marketing agencies. This is because farmers have to dry the cocoa beans for approximately 2-3 days before selling the cocoa beans to traders. Similarly, traders also carry out storage functions because the cocoa beans sold must reach quality standards to be passed on to wholesalers and cocoa processing companies. In addition, wholesalers also carry out a storage function because the quantity of cocoa beans must reach a minimum of 10 tonnes in order to be transported to cocoa processing companies. Cocoa processing companies store dry cocoa beans in a storage warehouse before processing them into semi-finished products such as cocoa powder, cocoa butter, cocoa liquid.

The transport function is carried out by all marketing agencies. Farmers have to transport their dry cocoa beans to collectors or wholesalers. Collecting traders must transport their cocoa beans to wholesalers to carry out the sales function. Wholesalers also have to transport their cocoa beans to cocoa bean processing companies to carry out the sales function. The cocoa management company performs the transportation function to carry out the sales process to the company's partners. One of the biggest costs in any marketing agency is transportation costs. The facility function performed is the standardization function. The standardization function is carried out in the storage warehouse together with the sorting carried out by collectors and wholesalers. Standardization is carried out to determine the quality of the cocoa beans so as to make it easier for sales to the next trader. The standardization carried out by collectors is regarding the water content. The standard water content from collectors is at least 12% of the farmers' cocoa beans. While the standardization carried out by wholesalers includes 7% moisture content, 4% mushroom content, 3% impurities content and 120/ounce grain standard.

Cost Components, Margin and Profit Analysis

Cost Component

The marketing costs are borne by the marketing agencies involved, namely in the form of transportation (transportation), storage, and labor costs. The amount of marketing costs incurred by each marketing agency involved in marketing channel I can be seen in Table 11 below.

Table 11. Details of Marketing Channel Marketing Costs I

No	Marketing Institute	Price Sell (Rp/kg)	Sales Amount (Kg)	Transportation costs (Rp)	Storage Fee (Rp)	Labor Cost (Rp)	Total marketing costs (Rp)	Marketing Cost (Rp/kg)
1	Farmer	30,000	1.075	0	0	0	0	0
2	Wholesalers							
	a. Agus Supriyono	31,000	400	100,000	35,000	140,000	275,000	688
	b. Akbar	31,000	675	168,750	55,000	236,250	460,000	681
	Amount		1,075	268,750	90,000	376,250	735,000	1,369

Based on Table 11 above, it can be seen that all parties incur transportation, storage and labor costs. All costs incurred will be explained as follows:

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1. Transportation costs. Transportation is the process of transporting cocoa beans from one institution to another. Wholesalers incur transportation costs of Rp 268,750, this is because wholesalers have to transport cocoa beans that are ready to be sold to cocoa processing companies. Wholesalers always rent cars to transport their cocoa beans to cocoa processing companies. The cost of renting this car is Rp 250 per kilogram.
2. Storage fee. In the storage process, the cocoa beans are stored in a warehouse and packaged in a sack so that the cocoa beans are not damaged and moldy. Collector traders and wholesalers pack their cocoa beans using sacks containing 100 kg which are purchased at a price of Rp 5,000/sheet. The storage fee incurred by wholesalers is Rp 90,000.
3. Labor costs. The labor costs incurred by wholesalers are to pay the wages of their employees who assist them in the process of purchasing, drying/drying, standardizing and transporting cocoa beans. The wage payment system for workers from wholesalers is calculated using a wholesale system, namely Rp 350/kg. The labor cost incurred by wholesalers is Rp 376,250.

So, the total marketing costs incurred on Channel I is Rp 735,000 or Rp 1.369 per kilogram. Marketing channel II also incurs marketing costs including transportation, storage and labor costs. The details of the costs incurred in marketing channel II can be seen in Table 12.

Table 12. Details of Marketing Channel Marketing Costs II

No	Institution Marketing	Selling Price (Rp/kg)	Sales Amount (kg)	Transportation costs (Rp)	Storage Fee (Rp)	Labor Cost (Rp)	Total Marketing Expenses (Rp)	Marketing Cost (Rp/kg)
1	Farmer	28,000	1,475	0	0	0	0	0
2	Collector Traders							
	a.Samsuriyadi	30,000	760	76,000	60,000	190,000	326,000	429
	b. Ansar	30,000	715	71,500	55,000	178,750	305,250	427
	Amount		1,475	147,500	115,000	368,750	631,250	856
3	Wholesalers							
	a. Agus Supriyono	32,000	760	190,000	60,000	266,000	516,000	679
	b. Akbar	32,000	715	178,750	55,000	250,250	484,000	677
	Amount		1,475	368,750	115,000	516,250	1,000,000	1,356

Based on Table 12 above, it can be seen that all parties incur transportation, storage and labor costs. All costs incurred will be explained as follows:

1. Transportation costs. In the marketing channel II, the collectors pay a transportation fee of Rp 147,500, this is because collecting traders have to transport their cocoa beans to be sold to wholesalers. Transportation costs incurred by collectors are Rp 100/kg. Meanwhile, wholesalers incur transportation costs of Rp 368,750. This is because wholesalers have to transport cocoa beans that are ready to be sold to cocoa processing companies. Wholesalers always rent cars to transport their cocoa beans to cocoa processing companies. The cost of renting this car is Rp 250/kg.
2. Storage fee. In the storage process, the cocoa beans are packaged in a sack so that the cocoa beans are not damaged and moldy. Collector traders and wholesalers pack their cocoa beans using sacks containing 100 kg which are purchased at a price of Rp 5,000/sheet. The storage fee incurred by the collecting trader is Rp 115,000. While the storage costs incurred by wholesalers also amounted to Rp 115,000.

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3. Labor costs. Labor costs incurred by collecting traders are calculated using a wholesale system, namely Rp 250/kg so that the total labor cost incurred by the two collectors is Rp 368,750. Meanwhile, labor costs incurred by wholesalers are also calculated using a wholesale system, namely Rp 350 per kilogram, so the labor cost incurred by the two wholesalers is Rp 516,250.

So, the total marketing costs incurred by the two collecting traders is Rp.631,250 or Rp. 856/kg and the two wholesalers are Rp. 1,000,000 so the marketing costs are Rp. 1.356/kg.

Margin Analysis and Marketing Profits

Cocoa marketing margin is the difference between the selling price and the purchase price of cocoa beans in the marketing channel for cocoa beans in Margolembo Village, Mangkutana District, East Luwu Regency. The price received by the farmers reaches the consumers in each channel, which is not the same, resulting in differences in prices, costs, profits and marketing margins for cocoa beans in Margolembo Village, Mangkutana District, East Luwu Regency. The marketing margin for cocoa beans in each marketing channel can be seen in Table 13.

Table 13. Margins and ProfitsMarketing of Cocoa Beans in Margolembo Village, Mangkutana District, East Luwu Regency

No	Channel	Status	Selling Price (Rp/kg)	Purchase Price (Rp/kg)	Margins (Rp/kg)	Marketing Cost (Rp/kg)	Profit (Rp/kg)
1	I	Farmer	30,000	-	-	-	-
2		Wholesalers	31,000	30,000	1,000	1,369	29,631
	Amount				1,000	1,369	29,631
1	II	Farmer	28,000	-	-	-	-
2		Collector Traders	30,000	28,000	2,000	856	29,144
3		Wholesalers	32,000	30,000	2,000	1,356	30,644
	Amount				4,000	2,212	59,788

Based on the table above, it can be seen that the marketing margin for marketing channel I is Rp 1,000/kg and in marketing channel II is Rp 4,000/kg. The large marketing margin in marketing channel II is caused by the number of marketing agencies involved in distributing products from producers to wholesalers. With so many marketing agencies involved resulting in large marketing margins. This is in accordance with the opinion from Jumiati et al. (2013) which says that the longer the marketing channel, the greater the margin. The results of the analysis also show that the more the number of marketing agencies involvedwill lead to an increase in the length of the marketing chain resulting in increased marketing costs and profits taken by each of these marketing channels. This can be seen in the profit and marketing costs column on channel II, where the total profit is Rp 59,788 and the costs incurred were Rp 2,212/kg. While the profit on channel I is Rp 29,631 and the marketing costs incurred amounted to Rp 1.369/kg.

Marketing Efficiency

Based on Table 14, it can be seen that channel I is the most efficient marketing channel because the lowest efficiency value is 4.4% compared to marketing channel II with an efficiency value of 6.9%. However, these two marketing channels are classified as efficient because their efficiency value is < 50%. This is in accordance with the rules of marketing efficiency decision

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making according to Soekartawi (2002) which says that if the Ep value < 50%, the marketing channel is said to be efficient and if the Ep value is > 50%, the marketing channel is said to be less efficient. In addition, marketing channel I is more efficient because the channel is shorter than channel II.

Table 14. Analysis of Cocoa Marketing Efficiency in Margolembo Village, Mangkutana District, East Luwu Regency

Channel	Marketing Cost (Rp/kg)	Product Selling Value (Rp/kg)	Efficiency (%)
I	1,369	31,000	4.4
II	2,212	32,000	6.9

CONCLUSION AND SUGGESTION

Based on the results and discussion of the research that has been done conclusion of this research is the marketing margin for each channel is different, which is marketing margin for marketing channel I is Rp 1,000/kg and in marketing channel II is Rp 4,000/kg.

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