



ANALYSIS OF BATS MARKETING CHANNELS

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Abstract. Bats are the mammals with the most species after rodents (Rodentia). This study aims to know the marketing channels of bats in Olibu Village, Paguyaman Pantai District, Boalemo Regency. This study uses a survey method using a questionnaire. Data analysis uses data reduction techniques, data display, and conclusions drawing. The bat catching process is influenced by several things, including: 1) use of lifting equipment (mist net), 2) number of catches and frequency of catches, 3) number of catchers, 4) bat containers/quarantine, 5) bat sorting, 6) bat marketing. Marketing channel I is a marketing channel that does not use intermediary traders, where catchers directly receive payment for bats directly from consumers. Marketing channel II, the percentage of price received by the catcher is 75%. This is due to the difference in price at the catcher and consumer levels. The price at the catcher level is IDR 15,000 and the price at the consumer level is IDR 20,000, so the catcher's share on this marketing channel is 75%. Marketing channel III, the percentage of price received by the catcher is 62.5%. This is due to the difference in price at the catcher and consumer levels. The price at the catcher level is IDR 15,000 and the price at the consumer level is IDR 24,000, so the catcher's share on this marketing channel is 62.5%. The most efficient marketing channel is marketing channel I compared to channels II and III.

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INTRODUCTION

Bats are the mammals with the most species after rodents (Rodentia). According to Saputra, et al, (2016), there are 205 species of bats in Indonesia, 133 species of insectivores (Microchiroptera) (Ardanto, et al 2018), and 72 species of fruit eaters (Megachiroptera). This shows that Indonesia has a fairly high diversity of bats, but until now, the bat population has continued to decline and some species have even become extinct.

In Olibu Village, Gorontalo, bats are managed through conservation techniques so that they have a positive impact on animal reproduction, socio-economic groups and the Bat Utilization Community (Dako, et al, 2020). The activity of catching bats in conservation areas is based on the rules that have been set by the village government, the community and the Bat Utilization Group. one of them is bats that are caught and cannot be marketed, quarantined before being released back into their habitat (Dako, et al., 2021), while bats that are suitable for marketing can be sold. Another economic impact that is obtained is bat droppings which are used as solid and liquid organic fertilizers (Ischak, 2021) Marketing activities not only apply to the goods or services offered, but also apply to livestock (Lumenta, et al., 2022;), even wild animals or protected animals. Marketing activities also occur in bats, where these animals are hunted, caught and marketed alive or dead.

Bat marketing also involves marketing institutions, however, there is no real picture and information about bat marketing activities, although basically bats are used as alternative food ingredients and have high economic value (Mustafa et al, 2024; Fathan et al, 2024). For that it is important to get this information. According to Masengie and Lomenta, (2022) Wild animals have been used as food ingredients since our ancestors, usually the food ingredients used are meat, milk and eggs.

Hunting its self is defined as an activity to capture or harvest animals to be processed as food for consumption (Pattiselanno, et al 2015). The wildlife marketing process is formed because of the needs between individuals, community groups who need food, so that a marketing flow for products, animals and others is created. Marketing channels are very important in marketing, where marketing institutions carry out marketing functions because marketing requires a process in stocking goods or offering their products to the market and to the hands of consumer users. The purpose of this study was to determine the marketing channels for bats in Olibu Village

RESEARCH METHOD

This research was conducted in Boalemo Regency, Gorontalo Province and North Sulawesi from February-April 2023. The sample consisted of 20 bat catchers, 4 collectors, wholesalers and 4 restaurant owners. Data collection methods used observation, interviews, and questionnaires. The variables of this study are marketing channel analysis, marketing margin analysis and marketing channel efficiency analysis. Marketing analysis follows the suggestions of Singaribuan (1995) and Lasaharu, et al., 20202 by using;

$$Mps = Hs - Hl - 1$$

Where:

- Mps : Margin of bats in the next marketing institution
- Hs : Price of bats received by the next marketing institution
- Hl-1 : Price of bats received by the previous institutiona

Profit Analysis follows the formula

$$Lps = Mps - Bp - Bt$$

where:

- Lps : Net Profit for each marketing institution
- Mps : Market Margin for each institution
- Bp : Net Cost for each marketing institution
- Bt : Net Transaction Cost (negotiation costs, etc.) for each institution

The Marketing Efficiency Value of Bats follows the formula (Lasaharu & Boekoesoe, 2020):

$$EP = \frac{\text{Biaya Pemasaran}}{\text{Nilai Produk yang Di pasarkan}} \times 100\%$$

- Ep : Bats Marketing Efficiency
- BP : Bats Marketing Cost
- NPD : Marketed Value of Bats

RESULTS AND DISCUSSION

Administratively, Paguyaman Pantai District has an area of 116.81 km², consisting of 8 (eight) villages, one of which is Olibu Village. This village is located at the eastern end of Paguyaman Pantai District, which covers an area of 7.55% or 8.84 km² of the district area. The population of Olibu Village is 965 people (BPS, 2021). The potential of Olibu Village includes fruit bats (*Accerodon selebensis* and *Pteroptus Alecto*) that live in mangrove forests, a 5 ha mangrove forest which is the main habitat of fruit bats. Mangrove forests have ecological and economic roles for the people of Olibu Village, including as wave breakers, as a source of fish for consumption for the community (Motoku et al, 2014), and as a home for some fruit bats (Ishack, et al, 2021; laya N K, et al, 2021).

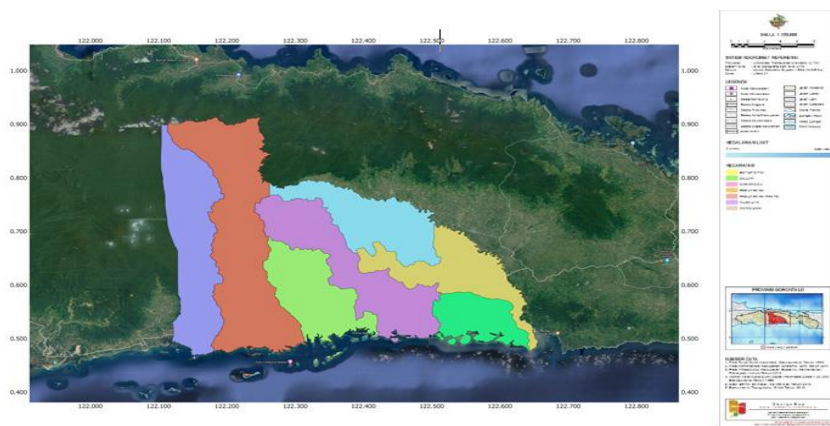


Figure 1 Location of Paguyaman Pantai District, Boalemo Regency

Bats forage at sunset until early morning at 02.00 (Dako, et al., 2019; 2021a; 2021b; Ransaleleh, et al., 2013), so bat catching activities can be carried out after the bats return to the mangrove forest to rest and sleep.

The management of the bat conservation area in Olibu Village aims to increase the income of bat user groups and the village government. The bat catching process is influenced by several things, including; 1) use of lifting equipment (mist net), 2) number of catches and frequency of catches, 3) number of catchers, 4) bat containers/quarantine, 5) bat sorting, 6) bat marketing (Dako et al, 2021; Laya et al, 2021). The results of the bat catch are presented in the following table 1

Table 1. Number of Bat Catches in Olibu Village, Paguyaman Pantai District

Catcher	February/bats	March/bats	April/Bats
catch I	114	105	107
catch II	116	98	103
catch III	101	87	99
catch IV	106	110	112
Total	437	445	421
avarage	109.25	111.25	105.25

Primery Data, 2022

Marketing Channels

Marketing is an activity in a business or business to promote a product or service. Marketing activities begin with the fulfillment of human needs which then grow into human desires (Mustafa, et al, 2023; 2024)

Based on the results of research on bat marketing institution transactions, it is described that bat marketing has several marketing channels involving several marketing institutions, namely catchers, collectors, wholesalers, out-of-town traders, and consumers. The forms of bat marketing channels are as follows:

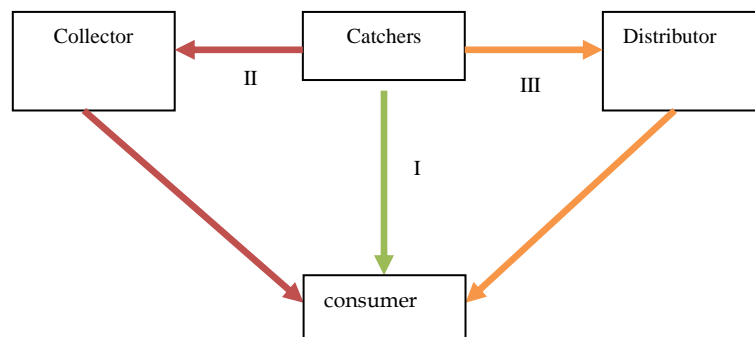


Figure 2 Bat Marketing Channels in Olibu Village, Paguyaman Pantai District, Gorontalo

Based on Figure 2, the bat marketing channels in Olibu Village, Paguyaman Pantai District, Boalemo Regency, there are three types of marketing channels. According to Kotler and Ferry (2012), in general, marketing channels are distributing goods from producers to consumers.

Channel I: Catcher-Consumer

Marketing channel I is a marketing channel that does not use intermediary traders, where catchers directly receive payment for bats directly from consumers. This channel is also a type of simple channel, where bat collectors are directly connected to the market or consumers without intermediaries.

Channel II: Catcher-Collector-Consumer

The second channel is a type of marketing channel that uses one intermediary trader, namely a collector in the Regency area who usually buys bats from catchers, then resells them to consumers.

Channel III: Catcher-Wholesaler-Out-of-Regional Trader-Consumer

Marketing channel III, the number of marketing institutions involved is increasing. This is because the location of the end consumer is outside the region. Marketing like this

requires a large number of bats and involves other marketing institutions. Marketing institutions involved in marketing III are collectors, wholesalers, and out-of-town traders.

The marketing channels above, it can be seen that to reach consumers, bats are marketed through intermediary traders. According to Ayu (2018), producers cannot work alone to market their products, so they need other parties or other marketing institutions to help market the agricultural products they produce.

Marketing Margin and Cost Analysis

Marketing margin is the difference between the selling price and the purchase price of the product, so it is said to make a profit in the bat farming business. According to Baharuddin (2016) margin can be shown by the difference between the selling price and the purchase price, in addition, the size of the marketing margin of each marketing institution is influenced by the amount of costs incurred, and the profit obtained by each trader is influenced by the greater the costs and profits that the trader wants to take, the greater the marketing margin. The distribution of bat farming marketing margins in Olibu Village, Paguyaman Pantai District is as follows.

Table 2. Analysis of Bat Marketing Business and Margins in Olibu Village, Paguyaman Pantai District, Boalemo Regency

Market chaenal	Price (IDR/Bat)	Selling Price (IDR/Bat)	Marketing Margin (IDR/Bat)
I	-	15.000	-
II	15.000	20.000	5.000
III	20.000	24.000	4.000

Primery data, 2022

Table 2 showed that the marketing margin on channel I is Rp. 0. This is because the catchers directly sell the bats they catch to consumers, thus providing greater profits for the bat catchers. Channel II has a marketing margin of Rp. 5,000, so it can provide a smaller profit for the marketing agent. Channel III has a marketing margin of Rp. 4,000, so it provides a smaller profit.

Marketing Efficiency

Efficient marketing is the ultimate goal to be achieved in a marketing system. Inefficient marketing channels will cause losses for both collectors and consumers. An efficient marketing system guarantees a higher level of income for bat catchers in Olibu Village, Paguyaman Pantai District, Boalemo Regency. The measuring tool used in marketing efficiency is Farmer's Share.

Farmer's share is the percentage of the price received by the catcher compared to the selling price to traders. The higher the percentage of farmer's share received by the catcher, the more efficient the marketing activities carried out, and conversely the lower the percentage of farmer's share received by the catcher, the lower the level of efficiency of a marketing

Table 3 Farmer's Share Analysis in Bat Marketing

Saluran Pemasaran	Farmer's Share (%)
I	100
II	75
III	62,5

Primery data, 2022

Table 3 illustrates the percentage of price received by the catcher (catcher's share) on channel 1 of 100%, because the bat catcher sells directly to consumers. There is no difference in price at the catcher and consumer levels, so the price received by the catcher is 100%.

Marketing channel II, the percentage of price received by the catcher is 75%. This is due to the difference in price at the catcher and consumer levels. The price at the catcher level is IDR 15,000 and the price at the consumer level is IDR 20,000, so the catcher's share on this marketing channel is 75%.

Marketing channel III, the percentage of price received by the catcher is 62.5%. This is due to the difference in price at the catcher and consumer levels. The price at the catcher level is IDR 15,000 and the price at the consumer level is IDR 24,000, so the catcher's share on this marketing channel is 62.5%.

CONCLUSION

Marketing channels in Olibu Village, Paguyaman Pantai District, namely: channel I (catchers-consumers), channel II (catchers-collectors-consumers), and channel III (catchers-collectors-wholesalers-consumers). The most efficient marketing channel is marketing channel I compared to channels II and III.

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