



## PORK MARKETING CHANNELS FROM TAAS SLAUGHTERHOUSE TO BERSEHATI MARKET IN MANADO CITY

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**Abstract:** Pigs are prolific and efficient in animal husbandry industry. The purpose of this study was to find out marketing channels, sales on the Bersehati market, and margin by each marketing agency involved in these marketing channels. The type of data used in this study was quantitative data from primary data and secondary data. The results showed that for the characteristics of the average age of respondents ranged from 41-60 years. The educational characteristics of respondents show that the average education in high school. Characteristics of Respondents' Length of Business show that the average was 11-20 years. Traders who have experienced their business will be more skilled and tend to produce better results than inexperienced traders. The job characteristics of respondents show quite varied, producers have jobs as ranchers, collecting traders and retailers as entrepreneurs, end consumers as housewife, civil servants and entrepreneur. There were 2 marketing channels, namely: Channel 1 consists of producers, retailers and final consumers. Channel 2 consists of producers, collectors, retailers and final consumers. There are 3 institutions involved in the pork marketing channel process, namely producers, collecting traders, and retailers. Marketing margin for channel 1 was manufacturer 0, retailer IDR. 640.000. Margin for channel 2 was producer 0, merchant collector IDR.300.000, merchant retailer IDR. 440.000 with total margin IDR. 740.000.

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## INTRODUCTION

Indonesia is an agrarian country with quite large agricultural, livestock and fisheries potential, becoming one of the spearheads of national economic development, where a large Indonesian population depends on the agricultural sector for their livelihood. One of the potentials of the agricultural sector is also a sub-sector in the livestock sector which has an important role as a provider of animal protein, employment, and a source of income as well as developing regional potential. Pigs are one of the livestock sub-sector commodities that are developed and produce meat nationally. Pigs are a commodity that is quite potential to be developed because they are prolific (they give birth to many and each birth can be 7-14) and are efficient in converting food into meat (Safitri et al., 2020)

The people of North Sulawesi, especially the city of Manado, are generally Christian, the majority of whom can consume pork. This makes pork widely available in traditional and modern markets. Pigs are one of the livestock that are widely raised and are inseparable from the lives of most of the people of North Sulawesi because they play an important role, especially in relation to consumer habits and customs. The availability of pork in markets in North Sulawesi must be maintained so that there is no high price of pork or scarcity in the market. Preventing problems with the amount of availability in the market, meat quality and consumer satisfaction involves marketing institutions involved in the pork marketing channel.

Marketing channels are marketing activities in the process of distributing livestock products from producers to consumers for consumption (Uboegbulam and Naong, 2023; Dominikus and Deno, 2023). Pork marketing channels are needed based on information from farmers or traders who slaughter pigs at the Taas RPH about who and where they sell/market pork, because inefficient and relatively long marketing channels will cause price differences for both producers and consumers who are burdened with marketing costs so that consumers will pay for products at high prices. Therefore, pork marketing channels require marketing channels that work effectively because pork is a perishable product. Mistakes in choosing marketing channels can slow down and even cause business congestion in selling products from producers to consumers.

According to Law No. 18 of 2009 concerning animal husbandry and animal health and its amendment to Law No. 41 of 2014, Article 6, requires the slaughter of animals whose meat is distributed to be carried out at a Slaughterhouse and must follow a slaughtering method that meets the principles of veterinary public health. The marketing of pork has been going on for a long time at Bersehati Market and it was found that there were Producers, Collectors who slaughtered pigs at the Taas Slaughterhouse and sold to Retailers at Bersehati Market, Manado.

The results of the study in September 2023 showed that the number of pigs slaughtered at the Taas Slaughterhouse had decreased, in 2019 there were 625, in 2022 there were 104, this was because in 2021 the Taas Slaughterhouse was undergoing repairs to facilities and equipment until 2022. In 2023, from January to September, the number of pigs slaughtered was 234. This number has started to increase because the Taas Slaughterhouse has started operating normally. Based on the description above, the researcher wants to know the marketing channels for pork originating from the Slaughterhouse and sold at the Bersehati Market, and how much margin is received by each marketing institution involved in the marketing channel.

## MATERIAL AND METHOD

This research was conducted in September 2023 at the Taas Slaughterhouse and Bersehati Calaca Market, Manado City. The type of data used in the study was quantitative

data. The data sources used were primary data and secondary data, primary data is data obtained from individual sources, i.e. interviews and RPH marketing institutions that sell to traders and consumers at the Bersehati market. Secondary data is a source of data obtained by researchers from the results of literature studies and publications from BPS, data from Slaughterhouses, books, journals, theses related to this research. Determination of location samples was based on purposive sampling. Snowball sampling was used to determine the respondent sample using.

### **Data Analysis**

Marketing channel analysis uses descriptive analysis with explanations through scientific narratives, charts/pictures, tables and percentages. Descriptive analysis is a method used to describe or analyze research results but is not used to make broader conclusions. Marketing margin is the difference in price obtained from the trader level to the end consumer (Sugiyono, 2017). Marketing Margin was calculated using the formula (Widiastuti and Harisudin, 2013; )

$$MP = Pr - Pf$$

Description:

MP: Marketing Margin

Pr: Consumer Price

Pf: Price from Producer

## **RESULT AND DISCUSSIONS**

### **General Condition of the Research Area**

The location of the Taas Slaughterhouse in Manado City was built in 2003, located in Taas Village, Tikala District, Manado City, built based on the Mayor's Decree Number: 524 / AGRI- 11/956 dated November 5, 2003. The Taas Slaughterhouse has facilities such as a pig shelter, with modern equipment such as an electric shock to slaughter pigs, a hot water tub, and a hanging tool for pigs after being carcassed. The slaughtering time is at 04.00 am and after being cut, the pork will be taken directly to the Manado Bersehati Market. The Bersehati Market is located in Wenang District in Manado City, North Sulawesi Province, Indonesia. Wenang District is one of the districts in Manado and consists of 12 Villages, namely Bumi Beringin, Teling Bawah, Tikala Kumaraka, Mahakeret Timur, North Wenang, South Wenang, Lawangirung, Komo Luar, Pinaesaan, Istiqila and Calaca.

Bersehati Market is located in the center of Manado city, close to the port of Manado city, so the location of Bersehati Market is very strategic. The coordinates of Wenang District are at 01° 27 '39" N and 124° 47' 31" E. The area of Wenang District is 3.64 km<sup>2</sup> or 1.6% of the total land area of Manado City. The topography of Wenang District is at an altitude of 13 meters above sea level. The distance from the district to each village varies.

### **Respondent Characteristics**

The observed characteristics of respondents include age, education, length of business, and occupation. The characteristics of respondents analyzed were:

Table 1. Number of research respondents

Marketing institution	Respondents
Producers	2
Collectors	1
Retailers	2
Final consumers	10
Total	15

Tabel 2. Respondent's characteristics

No	Characteristics	Respondents				Total
		Producers	Collectors	Retailers	Final consumer	
1	Age (years)					
	31-40			1	3	4
	41-50	1	1	1	4	7
	51-60	1			3	4
	Total	2	1	2	10	15
2	Education					
	Elementary school					
	Junior high school		1	1	3	5
	Senior high school	2		1	5	8
	Bachelor's degree				2	2
	Total	2	1	2	10	15
3	Business experience (years)					
	1-10		1			1
	11-20	2		2		4
	Total	2	1	2		5
4	Job					
	Livestock farmer	2				2
	Civil servant (PNS)				2	2
	Private worker					
	Entrepreneur		1	2	1	4
	Housewife				7	7
	Total	2	1	2	10	15

### Respondents' Age Characteristics

Table 1 number 1 showed that producers (farmers) who come to slaughter pigs at the Taas Slaughterhouse were aged 41-60 years. According to Waris and Wahyuning (2015) that the productive age of people who work is around 15-64 years old, this shows that producers who come to slaughter pigs at the Taas RPH are very mature in making decisions. The results of the study showed that in terms of age, respondents who carried out activities at the Taas Slaughterhouse to Bersehati Market had varying ages, 1 person aged 30-40 years, 1 person aged 41-50 years, according to the results of the study at the age of less than 61 years cannot carry out activities as traders. According to BPS (2019) the productive age is 15-65 years. The results of the study showed that consumer age is one indicator to determine how age will determine the assessment that consumers will give to buying pork. Based on the research results, consumers aged 31-40 years were 3 people, aged 41-50 years were 4 people and aged 51-60 years were 3 people. Age is one of the factors that affect a person's productivity, where the productive age is 41-50 years (Ibrahim et al., 2020).

### **Respondents' Education Characteristics**

Table 1 number 2 showed that producers (farmers) who come to slaughter pigs at the Taas Slaughterhouse have a high school education. Suprpti (2018) stated that the higher a person's education level, the better the quality of human resources which in turn is expected to improve the productivity of the work. The number of respondents with a high school education was 1 person. A good level of education in a person will affect the way of thinking and performance in a business (Waris and Wahyuning, 2015). Respondents for retail traders have varying levels of education. The results of the study showed that the level of education greatly influences consumer behavior and tastes in purchasing pork. Respondents with the highest level of education were high school with a total of 5 people, followed by junior high school education with a total of 3 people and college education with a total of 2 people.

### **Characteristics of Respondents' Business Experience**

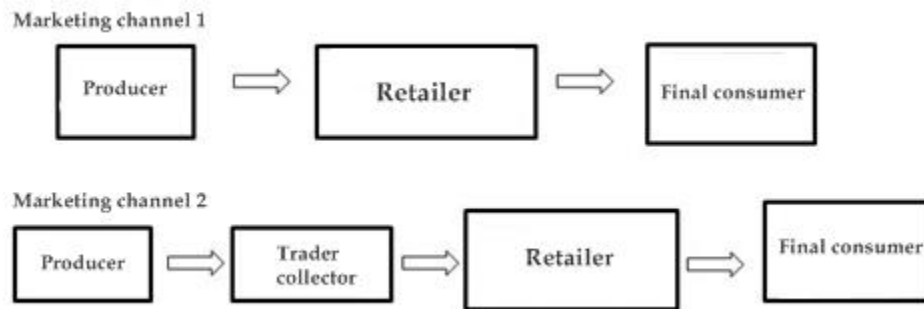
The results of the study showed that respondents with 11-20 years of business experience were 2 people. Age and livestock farming experience will affect business capabilities. The length of farming is a condition of a farmer, in which they have experience in raising livestock and are responsive in determining their business conditions (Sulistiyati et al., 2013; Suherman, 2014). Collecting traders with 1-10 years of business experience was 1 person or 100%. Retailer respondents who have 11-20 years of business experience were 2 people. The length of business is something that greatly underlies someone in developing a business that greatly influences the success of their business. Traders who are experienced in their business will be more skilled and tend to produce better results than traders who are not yet experienced. More experienced traders will absorb technological information faster than traders who are not yet experienced (Soekartawi, 2015).

### **Respondents' Job Characteristics**

The results of the study show that work often influences a person's behavior in their decisions and reflects a certain form of purchasing behavior on a product or service (Waris and Wahyuning, 2015). Based on the characteristics of the respondents, most producers have a main job as livestock farmers with a total of 2 people according to the results of the study, which is more dominant is livestock farmers. Work is the main thing that is done to earn income for daily needs, while the work referred to in this study is Entrepreneurship, Livestock, Civil Servants and others. Collector trader respondents were dominant as entrepreneurs with a total of 1 person. Retailer trader respondents were entrepreneurs with a total of 2 people. The final consumer respondents who buy pork at the Bersehati Market in Manado City were mostly housewives with a total of 7 people, then civil servants with a total of 2 people, then entrepreneurs with a total of 1 person.

### **Marketing Channels**

Marketing channels are the distribution of goods or services from producers to end consumers, and the organizers are institutions or agencies tasked with carrying out the marketing function itself so as to fulfill consumer desires as much as possible, while consumers will provide compensation in the form of margins to the marketing institution. Based on the results of the study, it can be seen that the pattern of pork marketing channels from the Taas Slaughterhouse to the Bersehati Market in Manado City has 2 marketing channel patterns involving several marketing institutions, namely producers, collectors, retailers and consumers. The pattern of pork marketing channels can be seen in the following picture.



**Figure 1.** Pork Marketing Pattern from Taas Slaughterhouse to Bersehati Market, Manado

Figure 1 showed that in marketing channel 1, producers come to the Taas Slaughterhouse with their own livestock alive to be slaughtered, after becoming carcasses, producers bring them to the Bersehati Market to fulfill orders from Retail Traders at a price of IDR 35,000/kg, then the retailers sell them again at a price of IDR 43,000/kg to end consumers at the Bersehati Market in Manado City. Marketing channel 2, producers bring their pigs to the slaughterhouse and sell their pork carcasses to collectors at the slaughterhouse at a price of IDR 30,000/kg. After that, the collectors bring and sell them to Retailers at a price of IDR 40,000/kg, retailers sell them again at a price of IDR 45,000/kg to end consumers at the Bersehati Market in Manado City. Based on the results of research that occurred at the Taas Slaughterhouse in Manado City, there were 2 marketing channels. Marketing channel 2 was longer than channel 1 because pork from producers must go through several marketing institutions before reaching end consumers. According to Keintjem, (2016), the longer the marketing channel, the more marketing institutions are involved, which will have an impact on increasing sales value.

**Table 3. Number of Pigs Slaughtered at Taas Slaughterhouse during September 2023**

No	Marketing institution	Pig livestock(head)
1	Producer	20
2	Trader collector	10
Total		30

Table 3 showed that producers who bring pigs to be slaughtered at the slaughterhouse were 30 head. After being stored at the slaughterhouse, 10 pigs were purchased by collectors to be slaughtered at the slaughterhouse, 20 pigs are slaughtered by producers.

### **Marketing Margin**

Based on the marketing channels that have been found during the research at the Taas Slaughterhouse and Bersehati Market in Manado City, several marketing institutions were found, and it is necessary to calculate the margin of each marketing institution.

Table 4. Marketing Margin of Pigs Slaughtered at Taas Slaughterhouse

No	Marketing institution	Purchase price (IDR/Kg/head)	Selling price (IDR)/head	Margin (IDR)
1	Producer	-	2.800.000	-
	Retailer	2.800.000	3.440.000	640.000
	Consumer	3.440.000-	-	-
2	Producer	-	2.700.000	
	Trader collector	2.700.000	3.000.000	300.000
	Retailer	3.000.000	3.440.000	440.000
	Consumer	3.440.000	-	
Total				740.000

Marketing channels are the flow that a product must pass through from the producer to the final consumer. Usually, the longer the marketing channel, the greater the marketing margin because the more institutions involved, so that in marketing an agricultural/livestock product, farmers must choose the shortest channel to market their products (Asmarantaka, 2014). The results of the study showed that in marketing channel 1, the number of producers/livestock farmers brought pigs to the slaughterhouse and then underwent a health check before being slaughtered, and the producers/livestock farmers themselves brought them to the Bersehati market and sold them to Retailers at the Bersehati Market at a price of IDR 2,800,000/head (pigs that only had their stomach contents, blood and fur removed) according to the slaughtering procedure at the slaughterhouse, then the Retailers sold them to end consumers for IDR 3,440,000 with a marketing margin of IDR 640,000.

The results of the study showed that in marketing channel 2, producers/farmers bring pigs to the slaughterhouse and collect them at the slaughterhouse shelter, then they were purchased by Collecting Traders for IDR 2,700,000 then slaughtered at the slaughterhouse and Collecting Traders bring them to Bersehati Market to be sold to Retailers at a price of IDR 3,000,000 with a margin of IDR 300,000. Retailers sell to End Consumers at Bersehati Market at a price of IDR 3,340,000 with a margin of IDR 440,000. The total margin in channel 2 was IDR 740,000.

### Marketing Costs

Marketing costs are the scope of costs in a business starting from marketing planning to the hands of the final consumer. These costs consist of the cost of purchasing livestock, transportation, stall rental, cutting costs, levies, labor, and packaging. The amount of marketing costs incurred by traders is very dependent on the scale of the business being run (Butarbutar et al., 2014). Marketing costs for Producers, Collectors, and Retailers of pork at Bersehati Market in Manado City can be seen in table 5.

Table 5. Marketing Costs of Producers, Collectors, and Retailers

No	Marketing institution	Marketing cost (IDR)
1.	Producer	
	➤ Transportation	400.000
	➤ Labor	200.000
	➤ Retribution	17.500
	➤ Cutting cost	1.200.000
Total		1.817.500
	Retailers	
	➤ Labor	
	➤ Stall rent	35.000
	➤ Electricity	10.000
	➤ Packaging	6.000
Total		51.000
2.	Producer	
	➤ Transportation	150.000
	➤ Retribution	17.500
	➤ Labor	
Total		167.500
	Trader collector	
	➤ Transportation	100.000
	➤ Labor	50.000
	➤ Cutting cost	60.000
Total		210.000
	Reatilers	
	➤ Retribution	
	➤ Stall rent	35.000
	➤ Electricity	10.000
	➤ Packaging	6.000
Total		51.000

The results of the study stated that the marketing costs incurred in marketing channel 1 by producers during the marketing process were IDR 1,817,500. Retailers spent IDR 51,000. Marketing costs from each institution for marketing channel 2, Producers spent IDR 167,500, Collectors spent IDR 210,000, while Retailers spent IDR 51,000.

## CONCLUSION

Pork Marketing Channels from Taas Slaughterhouse to Bersehati Market in Manado City were 2 marketing channels, i.e. channel 1 consisted of producers, retailers and end consumers. Channel 2 consisted of producers, collectors, retailers, and end consumers. There are 3 institutions involved in the pork marketing channel process, i.e. producers, collectors, and retailers. Marketing Margin of channel 1 was producer 0, retailer IDR 640,000. Margin of channel 2 was producer 0, collector IDR 300,000, retailer IDR 440,000, with a total margin of IDR 740,000.

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