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Research Article

## Profile of Broiler Meat Retailers in Pinasungkulan Traditional Market

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Profile;  
Retailer;  
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### ABSTRACT

This research aims to determine the profile of broiler meat retailers at Pinasungkulan Market, Manado City. The research was conducted in November 2024 at the Pinasungkulan Karombasan Traditional Market, Manado City. This research was a survey research on broiler meat retailers. Purposive Sampling Method was used as respondent determination. Descriptive analysis was used to describe the conditions of the Research area and Broiler Meat Retailers. The first part describes the research area, namely the Pinasungkulan Market: geographical location, status, conditions and atmosphere of the market. The second part describes the profile of broiler meat retailers: age, formal education, experience, product handling and selling activities. The criteria for this research were broiler meat traders who sell every day at the Pinasungkulan Market in Manado City who have experience for 2 years. The research results showed that the majority of broiler meat retailers were employed by women with a total of 8 people (58.3%) and 4 men (33.3%). Broiler meat retailers were dominated by traders aged 31-40 years and 50 years (4 people or 33.3% each variable), followed by traders aged 41-50 years with a total of 3 people (25%) , and 1 trader aged 20-30 (8.3%). All broiler meat retailers at Pinasungkulan Karombasan Market have a high school/vocational school education level. A total of 5 broiler chicken meat retailers in the Pinasungkulan market have been selling for 10-20 years with a percentage of 41.7%. Retailers at Pinasungkulan Market, Manado City were charged a market levy from the market management of IDR 40,000 and IDR 70,000 every day.

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## INTRODUCTION

Government policies in the livestock sub-sector have an important role in building food sovereignty, as well as improving the welfare of the Indonesian people. The role of the livestock sub-sector, both small-scale and large-scale businesses, are a source of animal protein food, a source of income, a provider of employment, a contributor to Gross Domestic Product (GDP) and contributes to reducing unemployment (Directorate General of Animal Husbandry, 2005). Broilers are one of the highly nutritious foods. Which contains protein from its meat (Taroreh et al. 2020). The advantage of broilers is the short production cycle, within 4-6 weeks the broilers can be harvested with a body weight of 1.5-1.56 kg/head. Broiler chickens are type of chicken that have economic value, resulted of livestock technology cultivation which has the characteristics of rapid growth, as a producer of meat with low feed conversion and ready to be slaughtered at the age of 28-45 days (Nasyuha and Hafizah, 2020).

The benefits of raising broiler chickens are to provide animal protein needs, provide labor, investment, cover family needs, and by-product in the form of feces can be used for manure. Broiler meat as a source of protein for the community, is popular and affordable by the community. The availability of broiler meat in Indonesia can be met by local and inter-island farmers, which is facilitated by the government by opening sales facilities both in traditional and modern markets. Distribution of broiler meat from farmers to consumers through the role of marketing institutions, namely wholesalers/collectors and retailers.

The behavior of marketing institutions for broiler meat at the retailer level is directly related to consumers. Retailers are people or agencies that carry out buying and selling activities or services at a place of sale or market, directly for personal needs, and family or household, for the purpose of making a profit. The concept of micro-business, retailers are small-scale economic activities, many carried out by some people in the informal sector or subsystem economy, with the characteristics of not obtaining high formal education and limited capital (Kalangi, 2024).

The Manado City Government program to fulfill community nutrition is carried out by maintaining the availability of meat regularly, with quality and prices that are affordable for the community. The availability in traditional and modern markets remains available. Selling chicken meat through marketing institutions or traders is often inefficient, because the high costs that inefficient. In addition, the high transportation costs because broiler chicken meat producers are outside Manado City.

In the Pinasungkulan Karombasan traditional market in Manado City, there are permanent traders who sell broiler chicken meat on a small business scale. The frequency of sales is carried out every day. The number of broiler chicken meat traders in the Pinasungkulan Karombasan traditional market is 12 traders. Broiler chicken meat is a biological product that has characteristics that are easily damaged, so its distribution requires a short trade chain. The distribution channel for broiler chicken meat generally has a short chain so that broiler chicken meat reaches consumers quickly without reducing product quality. In terms of distributing this livestock product, the role of retailers is needed who will deliver the product directly to consumers. The distribution of broiler chicken products is greatly influenced by the capabilities of these retail traders. The purpose of this study is to determine the profile of broiler meat retailers at Traditional Pinasungkulan Market.

## RESEARCH METHODS

This research was conducted in November 2024 at the Pinasungkulan Karombasan Traditional Market, Manado City. This research was a survey research on broiler meat retailers. Determination of respondents using the Purposive sampling method, namely on broiler meat traders who sell every day at the Karombasan market and have been trading for 2 years. Primary data was obtained from the results of direct interviews with 12 traders

using a questionnaire. Secondary data was supporting data obtained from journals, literature, books and agencies related to this research.

Data analysis is a systematic process of searching and organizing interview transcriptions, field notes, and other materials that researchers have collected to improve the researcher's own understanding of the materials and to enable researchers to present what researchers have found to others. Descriptive analysis was used in this study to describe the conditions of the Research area and Broiler Meat Retailers. The first part describes the research area, namely the Karombasan Market: geographical location, status, conditions and atmosphere of the market. The second part describes the profile of broiler meat retailers: age, formal education, experience, product handling and selling activities.

## **RESULTS AND DISCUSSION**

One of the traditional markets in Manado city that visited by the lower middle class is the Pinasungkulan Karombasan market. The name Pinasungkulan is taken from the Minahasan language. Pinasungkulan is a name that has a philosophical meaning, which means a meeting place or a standard place in the Manado language. This means that the Pinasungkulan market is a place where people meet to meet their economic needs.

The existence of the Pinasungkulan Karombasan traditional market has important potential in driving the movement and pace of the Manado community's economy. This potential is due to the closeness that is built between buyers and traders. The price bargaining process has built dynamism and trust between the two parties. The Pinasungkulan Karombasan market was built around the 1970 to serve the flow of goods and services from the south. It is a meeting place for traders from various regions in Minahasa, as well as from outside Minahasa such as Kotamobagu and Gorontalo. Its existence plays an important role in the process of economic activities, especially the lower middle class economy which is still the majority in Indonesia.

### **Retailer Trader Profile**

Broiler chicken traders are one part of the Institution that plays a role in distributing broiler chickens to consumers. In the Pinasungkulan Market in Manado City, there are 12 broiler chicken retailers. Retailers play a direct role in marketing broiler chickens. Each broiler chicken trader has a chicken distributor from the Company to sell. In general, each retailer is not allowed to take chickens directly to the chicken farm due to the work contract between the distributor Company and the farmer.

### **Respondent Characteristics**

#### **Education Level**

Table 1 shows education level for broiler chicken retailers in Pinasungkulan Market, Manado City. The education level of broiler chicken traders is 100% high school/vocational high school.

**Table 1. Education of Respondent**

No.	Education level	Total Respondent	Persentase (%)
1.	Not Completed	0	0
2.	SMA/SMK	12	100
	Total	<b>12</b>	<b>100</b>

According to Fauzy et al. (2023), the education of most broiler meat traders is at the high school level in the traditional market in Pontianak City. This is the same as that found in the Pinasungkulan traditional market in Manado City. High school education shows a sufficient level of knowledge to trade broiler meat. The ability to calculate, analyze the market or do research in selling chicken meat has been acquired based on information obtained from information media such as television and social media on mobile phones.

### Age of Retail Trader

Based on the results of a study of 12 respondents of retail traders at Pinasungkulan Market, Manado City, it shows that the age of retailers selling broiler meat varies

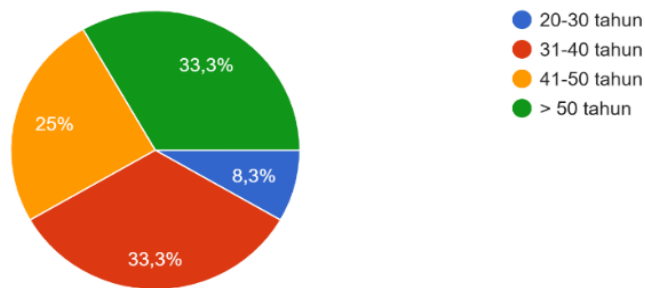


Figure 1. Percentage by Age

Based on the results of a study of 12 respondents of retail traders at Pinasungkulan Market, Manado City, it shows that the age of retailers selling broiler meat varies. Figure 1 shows that there was 1 person (8.3%) of broiler meat retailers aged 20-30 years, 3 people (25%) of retailer aged 41-50 years, and 4 people (31-40 years and over 50 years) with a percentage of 33.3%. From the results show that all respondents were in productive age according to the standards provided by the Central Statistics Agency in 2023, namely ages 15 to 64 years.

This is in line with the research of Fauzi et al. (2023) that the age of chicken meat traders is of productive age. Productive age means traders can do physical activities such as cutting chicken, lifting large amounts of chicken meat and other activities that require strong energy. The activities of broiler chicken traders at Pinasungkulan Karombasan Market start from 5 am until the afternoon and require prime physical condition.

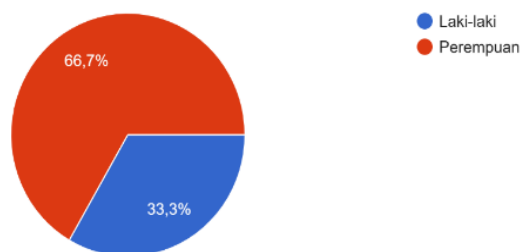


Figure 2. Percentage by Gender

Figure 2 explains that the number of broiler meat retailers in Pinasungkulan Market, Manado City was 5 men with a percentage of 33.3% and 7 women with a percentage of 66.7%. So the broiler meat retailers in Pinasungkulan Market, Manado City are dominated by women.

### Labor

From the results of interviews with respondents at the Pinasungkulan Karombasan Market, only 3 respondents used labor. According to information, labor was needed to help and lighten the workload of traders selling broiler meat. The labor used was both from within the family and outside the family/wage labor.

The number of wage labor used was one person. The labor helps cut, weigh, and wrap chicken meat during sales activities, 2 respondents use wage labor per day with a wage of Rp. 100,000/day, while 1 other respondent uses family labor, i.e. his own child, to lighten labor costs.

## Business Experience

According to Firmansyah (2018), experience has a positive influence on the formation of successful entrepreneurs. This is because business experience encourages changes in a person's attitude to improve a better business. Business experience is an event or real activity that has been experienced when running a business, which has provided knowledge, skills, abilities, and skills that can be taken from the event

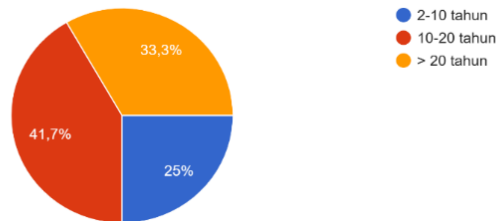


Figure 3. Percentage by experience

Business experience influences the success of small businesses. Business experience is obtained when someone is directly involved in entrepreneurial activities. Someone who has never been involved in business activities does not have experience in managing a business. The level of a person's involvement in an entrepreneurial activity can be a benchmark for experience in entrepreneurship.

According to Sudaresti (2014), HR experience is the level of mastery of a person's knowledge and skills in entrepreneurship which can be measured by the length of time he has run a business and the level of knowledge and skills he has. A person's experience is largely determined by the length of time that person has been doing a particular job.

Based on Figure 3, it can be seen that traders who have been selling for 2-10 years were 3 people (25%), traders who have been selling for 10-20 years were 5 people (41.7%) and traders who have been selling >20 years were 4 people (33.3%). Those who have been longest selling broiler chickens at Pinasungkulan Market were dominated by those with 10-20 years of experience. The results of Fauzi et al.'s research (2023) show that the experience of broiler chicken traders is 5-30 years.

The percentage results obtained a business period of 10-20 years as much as 41.7% and >20 years as much as 33.3% this shows that the chicken meat trading business was the main job that provides income for the family. The longer the experience you have, the more knowledge you have in trading and the more diligent you are in trying.

## Market Retribution

Handayani (2017) stated market retribution is a levy on the provision of traditional market facilities managed by the regional government and specifically provided for traders. Market retribution is included in public service retribution because it provides special benefits for individuals or bodies that are required to pay the retribution, in addition to serving the interests and benefits of the community.

The Pinasungkulan Karombasan Market included in the public service retribution, because the Pinasungkulan Market serves the interests and benefits of the community. According to Regional Regulation Number 3 of 2001, market retribution is a payment for the provision of market facilities in the form of yards and stalls managed by the regional government and specifically provided for traders. According to Sunarto (2014), market retribution is a levy imposed on traders by the Regional Government as payment for the use of places in the form of shops/kiosks, counters/fields, bases, and market yards provided in the regional market or other traders located around other regional markets up to a radius of 200 meters from the market. Batoebara (2016) retribution is a payment from the community

to the government where this payment occurs on the basis of a direct reciprocal relationship received with the payment of the retribution. According to Rachmawati (2021) market retribution is a levy by the regional government imposed on every trader who uses the facilities or places provided by the regional government as a market.

The Manado City Government through the Regional Public Company (Perumda) as an agency which is an implementing element in the revenue sector that has the task and authority to explore sources of regional original income. The contribution of the Manado City Regional Public Company to regional income comes from the income of the traditional market retribution sector. One of the efforts made by Perumda in managing this Market retribution is to provide services to the community in accordance with what has been paid to the government. The existence of this service is considered quite important as an aspect that must be implemented in a democratic order in the region itself. Public services as the main indicator for the Regional Government in organizing government must be implemented in accordance with applicable provisions and managed properly, because market management retribution cannot be separated from the services provided. Pinasungkulan Karombasan Market, which is one of the largest markets in Manado City, according to information from traders at Pinasungkulan Market, there are still many problems regarding physical and non-physical conditions, such as potholes, piled up garbage and inadequate places to sell.

**Table 2 Prices of chicken body parts/kg**

No	Chicken body parts	Prices
1	Whole Breast	Rp.60.000/kg
2	Upper Thigh	Rp.70.000/kg
3	Lower Thigh	Rp.70.000/kg
4	Chicken Wing	Rp.50.000/kg
5	Chicken Skin	Rp.45.000/kg
6	Chicken Feet	Rp.30.000/kg
7	Chicken Gizzard	Rp.30.000/kg

These problems need to be addressed immediately by the government. Every day, traders pay levy of Rp. 40,000 - 70,000 to the market manager and that includes all levy facilities. Various facilities available at Pinasungkulan Karombasan Market include clean water, bathrooms and toilets, waste management, and drainage. The provision and arrangement of public service facilities must pay attention to the function and scale of service.

## CONCLUSION

Profile of Broiler Meat Traders in Pinasungkulan Traditional Market were 58.3% female and 33.3% male, 31-50 years age range, education level of high school/vocational school and length of business for 10-20 years

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