KORESPONDENSI PROSES SUBMIT PUBLIKASI INTERNASIONAL

JUDUL ARTIKEL : THE CHOICE OF A MARKETING CHANNEL TO BENEFIT CORN PRODUCER'S WELFARE IN INDONESIA

AUTHORS : 1. Jusni Ambo Upe
2. Andi Aswan

REPUTASI : TERINDEKS SCOPUS – Q3

NO	ITEM	TANGGAL
1	SUBMISSION LETTER	14 MARET 2021
2	INITIAL EVALUATION BEFORE REVIEW	15 MARET 2021
3	PAPER REVIEW	16 APRIL 2021
4	ACCOUNT DETAIL FOR PAYMENT	20 APRIL 2021
5	PUBLICATION PAYMENT	22 APRIL 2021
6	PUBLICATION PAYMENT ACCEPTANCE	26 APRIL 2021
7	PROOFREADING	30 APRIL 2021
8	AUTHOR'S NAME CONFIRMATION	2 MEI 2021
9	ONLINE VERSION	5 MEI 2021

VIEW SUBMISSION #MA3808 Publication Process

	Consideration	Initial Review	Plagiarism Check	Desk Review	Peer review	Decision Making	Author's Response	
New Submission								Publishing Process
14.03.2021	17.03.2021	22.03.2021	22.03.2021	08.04.2021	16.04.2021	16.04.2021	06.05.2021	

← Back to Submissions

General

TITLE

The Role of Marketing Channel Choices in Corn Producer Welfare in Indonesia

AUTHOR AND CO-AUTHORS

Jusni Ambo Upe, Andi Aswan

Contact information

JOURNAL

Innovative Marketing

ABSTRACT

This study aims to examine the marketing channel options available for corn producers in South Sulawesi, one production centre in Indonesia, impacting their income level. The population of this study was corn producers and corn traders. The total sample size was 150 people, consisting of 120 corn producers and 30 corn intermediary traders within

population of this study was corn producers and corn traders. The total sample size was 150 people, consisting of 120 corn producers and 30 corn intermediary traders within South Sulawesi Province. The results showed that three marketing channels accessed by producers are zero-level, one-level, and two-level channels. The net profit margin booked by intermediary traders per kg is different by types in each different marketing channel due to different marketing activities leading to different costs spent. The most efficient marketing channel is the zero-level channel that conducts direct selling to breeders and followed by a two-level channel (from farmers to collectors and consumers). Finally, the two-level channel (from producers to merchant traders is the lowest efficiency. Interestingly, the zero-level channel slightly offers small price increases for producers compared to other channels and its consumers only buy in limited quantities so that it does not have a wide impact on producer welfare. The study also found that high input costs spent to cultivate corn due to land rent, fertilizers, and pesticides.

MANUSCRIPT

MA3808m1_The Role of Marketing Channel Cho...

COVER LETTER

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I have revised the cover letter based on the contribution of the researchers. Thank You Very Much

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Jusni Ambo Upe 16.03.2021
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Jusni Ambo Upe 14.03.2021
I have submitted an article to be allocated in the journal of Innovative Marketing since I believe that the content is in line with the scope of the journal. I am waiting to hear a favorable response from the editor. Thank you very much.

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COVER LETTER

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Conceptualization	☑	Investigation	☑	Software	☐	Writing – original draft	☑
Data curation	☑	Methodology	☑	Supervision	☐	Writing – review & editing	☑
Formal analysis	☑	Project administration	☐	Validation	☐		
Funding acquisition	☐	Resources	☑	Visualization	☐		

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Conceptualization	☑	Investigation	☑	Software	☐	Writing – original draft	☑
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Formal analysis		Project administration		Validation			
Funding acquisition		Resources		Visualization			

ACKNOWLEDGEMENT(S): Thanks to Ahmadi Usman and Bintang Balele who have helped handle the administration needs when collecting data and tabulating research data.

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Thanks.

Kind regards,

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7.

The cChoice Roleof a mMarketing cChannel to bBenefit Choicesin cCorn pProducer'swWelfare in Indonesia

Jusni Ambo Upe (Indonesia), Andi Aswan (Indonesia)

Jusni Ambo Upe, Andi Aswan, 2021

Jusni Ambo Upe, Doctorate Degree, Department of Management, Economic and Business Faculty, Hasanuddin University, Indonesia (Corresponding author).

Andi Aswan, Doctorate Degree, Department of Management, Economic and Business Faculty, Hasanuddin University, Indonesia.

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Abstract

This study aims to examine the marketing channel optionsavailable for corn producers in South Sulawesi, onethe production centrecenter in Indonesia, as well as impact of such a choice on their income level. The target group population of this study was corn producers and corn traders. The total sample size comprised was 150 people, consisting of 120 corn producers and 30 corn intermediary traders within South Sulawesi Province. The results showed that three marketing channels accessed by producers are zero-level, one-level, and two-level channels. The net profit margin obtained booked by intermediary traders per kg is different by types forin each different marketing activities leading to different costs spent. The most efficient marketing channel is the zero-level channel that conducts direct selling to breeders. It andis followed by thetwo-level channel? Sure? (from farmers to collectors and consumers). Finally, the two-level channel (from producers to merchant traders) showed is the lowest efficiency. It should be mentioned that Interestingly, the zero-level channel slightly offers a slightsmall price increases for producers compared to other channels. and itIts consumers only buy in limited number of products quantities so that it does not have a wide impact on producer's welfare. The study also found that high input costs spent to cultivate corn due to land rent, fertilizers, and pesticides.

Keywords:corn producers,intermediary traders, margin, marketing efficiency, marketing channel

JEL Classification: ???

Received on: 14th of March, 2021

Accepted on: 26th of April, 2021

Published on:

Introduction

The agricultural sector is one of the prominent sectors contributing to economic development in Indonesia as this country is supported by abundant natural resources (Mahanty et al., 2017). The leading agricultural commodities, especially in South Sulawesi, are food crops, one of which is corn (namely Zea mays L?) that is the secondof the most cultivated commodities after rice in the area(Suddin et al., Muslimin, & Sarintang, 2020; Syaiful et al., 2020; Hatima et al., Siregar, & Jusni, 2020; Jusni & Aswan, 2020; Taufik et al., Maintang, & Nappu, 2015). This province, its districts at most, is said to be a centre of corn productionfor consumption and dominant inputs for animal food supply(Hatima et al., 2020; Tetik et al., Prasetyo, & Lukiwati, 2019).

Although, the province has sufficient soil fertility for growing corn, the welfare of corn producers in this area is inadequate (Hatima et al., 2020;Yuniarsih & Taufiq, 2020; Suprapti et al., Darwanto,

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Mulyo, & Waluyati, 2016). Increased production and demand for any type of corn product lately is not followed by a proportional increase in farmer's income level(Suprapti et al., 2016). Many empirical works noted some factors that cause impactaffect the welfare of corn producers (Gede & Nyoman Djinar, 2019; Sebayang et al., Sinaga, Harianto, & Kariyasa, 2019). For example, relation with the quality of corn depends on can be causedthcby harvest and post-harvest handling,(Fil'aini et al., Valentino, Dwi Safitri, & Haryanto, 2020),land area, labor, farmer production (Gede & Nyoman Djinar, 2019), government policies (Sebayang et al., 2019), seed quality (Wawo et al., Sumbogo, & Lestari, 2020), the use of technology (Chavas & Nauges, 2020; Mariyono, 2019), and the policy of providing information (Liao et al., Chen, & Tang, 2019).

In contrast to the abundance of existing literature, this study looks closely at the issue of farmer's producers' welfare in relation to choiceto choose of marketing and distribution channel options. It is noted by literature that corn crop is one of the crops commodity,that is arcvulnerable susceptibleto quick damage quickly. Hence, it requires a short and fast marketing and distribution channel to maintain the quality (Frank et al.,E. Mmbando, Wale, & Baiyegunhi, 2017; F. E.Mmbando et al., Wale, Baiyegunhi, & Darroch, 2016; Davis et al., Rose, & David, 2017). Long in marketing and distribution channels and slow in handling during in each stage of the channel could cause a decline in quality, which in turn can affect the selling price (Paulsen et al., Singh, & Singh, 2018;G., Osayi et al., & K., 2018).

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It is estimated that In a review of literature, the study of corn producer welfare, even if any, is limited to a small area (Pratiwi & Canon, 2020), and it is based foundon atthe provincial level in Java at most(Nugroho, 2015; Widarma, 2019),which is not a corn production centre production for corn commodity cropsin Indonesia asdesigned bythe central government(Sahro & Chen, 2021).Corn literature in the province, to the best of our knowledge, is only found at a district level (Suddin et al., 2020),and is their attention focused on relating to marketing matters regarding only on production cost or marketing costs spent by marketing and distribution channels. Accordingly, the study extends the existing literature by linking the matters of the efficiency of marketing and distribution channels and input costs, which that could possibly affectimpact the selling price at the corn producer level. These two matters, together could cause a severe impact on producer's welfare (Dastagiri et al., 2012).

With respect to the importance of marketing distribution channels, it is noted that it could impact lower the prices determination at athe producer level as given by these two reasons. First, it is a fact that a wide difference in each marketing channel for selling and buying price could encourage a price difference between distance price between producers and consumersend users. Secondly, it is also valid in a long marketing and distribution channel(Hadi & Hani, 2020). Even when there is a slight difference in hort different price between selling and buying prices within in each channel, but when marketing distribution involves a number of players, it causes drives a vast price distant difference price between producers and end consumers. These two reasons are also corroborated by the fact that farmers producers in each producing area might have a different relationship to the market, which then affects price

response at atthefarmer level. This condition has been justified in some developing countries, including Mexico (Key et al., Sadoulet, & De de Janvry, 2000).

Based on On the basis of the above given, the study looks closely to examine the efficiency of t marketing and distribution channelsmatters that could strongly influence cause adverse impact price determination at atthe producer level. A ywastide price difference, between producers and consumersend-users. is believed to be caused by due to an inefficient marketing and distribution channel accessed by producers, as well as high input costs spent by producers. To analyze deeply the efficiency, therefore this study firstly is focused on assessing net revenue obtained booked by producers and at the same time analyzethe revenue level of intermediary tradersfor each marketing channel within the province. The results are then used to analyze the efficiency of tcorn movement in the marketing channel accessed by producers.

1. Literature review

1.1. Corn fFarmingbBusinessiIncome

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Corn cultivation also requires a calculation to maintain business continuity. In farming, tThere are two factors that affect farming - it, namely sales and expenses. lCorn sales are then so-called income or revenue, interchangeably used in this study, is obtainedbooked by a producer in a season, that is the result of multiplying the total number of products with the unit selling price. While eExpenses or also called costs are as the value of the use of production facilities and others that are incurred in the production process.

These production costs are often referred to as operational costs. Production costs are costs that occur during in the production function in each corn cultivation stage before sales. This stage includes corn seeds procurement, processing of planting site, , embroideringpreparation, weeding, planting, fertilizing, and harvesting the plants(Rahayu et al., Irmadamayanti, Febrianti, Syafruddin, & Ishak, 2020;Hardesty & Leff, 2010). From the viewpoint of the financial aspect, the production costs incurred by farmers vary and they can be grouped into variable and fixed costs (Gede & Nyoman Djinar, 2019). These two costs must be identified and calculated in the early-stage before estimating getting into the total production costs.

At the time of sale, this difference between total revenue and costs is known as profit (Mishra et al., Harris, Erickson, Hallahan, & Detre, 2012). It is the amount of money earned after deducting all production costs. If the sales obtained after deducted by production costs are positive, then a profit is obtainedbooked(Krismawati & Sugiono, 2020;Palobo, 2019), while a negative result means loss (Suddin et al., 2020).

1.2. Margin of iIntermediary tTraders

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The existence movement of goods from producers to consumers requires efforts from marketing channels (Capstick & Capstick, 2019;Nalini & Rohaya, 2015). The marketing channel consists of

intermediary trader(s). They ~~is~~are~~are~~ a collection of interrelated organizations (Gonzalez-Padron, 2017) to stream products from producers to consumers~~end-user~~(Hardesty & Leff, 2010).

~~In a review of literature, t~~There are five kinds of marketing and distribution channels(Putri et al.~~, Nurmalina, & Burhanuddin~~, 2018;Krafft et al.~~, Goetz, Mantrala, Sotgiu, & Tillmanns~~, 2015)~~, which are: z~~Zero-level channel~~s~~that~~ involves producers and consumers only. One level channel involves producers, retailers, and consumers. The two-level channel comprises producers, wholesalers, retailers, and consumers, or ~~i~~it connects producers, agents, retailers, and consumers. Last, the three-level channel involves producers, agents, wholesalers, retailers, and consumers.

With respect to intermediary traders in agriculture commodities, ~~they apply~~ marketing activities are applied at each level to move the commodity within a marketing channel(Hardesty & Leff, 2010). Each marketing activity requires costs to market the product, which are ~~as planned~~ called marketing costs(Mounika, 2020;Hardesty & Leff, 2010). These marketing costs include ~~are~~ transportation, loading, ~~and~~ unloading, and stock costs(Onogwu~~G.~~ et al., 2018; Hardesty & Leff, 2010). Elaborately, Suddin et al., (2020)classified marketing costs into ~~three which are~~ transportation (personnel transportation, bag, ~~transportation~~and transportation), storage (warehouse), and process costs (drying, sorting, and shrinkage cost).

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When costs spent are covered by selling price, traders gain income. It is the difference between the selling price paid by consumers and the costs spent for marketing activities(Hardesty & Leff, 2010).

1.3. Marketing ~~e~~Efficiency

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The concept of efficiency is simply measured by the output-input ratio(Sartina et al.~~, Fattah, & Sanusi~~, 2021;Dastagiri et al., 2012). Similarly, efficient marketing is the ultimate goal to be achieved in the marketing system(Alderson, 2006; Gruen, 1997). A marketing process is said to be efficient if 1) output remains constant with less input; 2) output increases while the input used remains constant; 3) both output and input have an increase, but the rate of increase in output is faster than that of the input; and 4) output and input both experience a decrease, but the decline in output is slower than the input(Dastagiri, 2013; Beckman, 1940).

Marketing efficiency can be divided into technical efficiency (operational) and economic efficiency (price). Technical efficiency means physical control on the product and ~~in this "term"~~ includes the following matters: procedure, technical, and the scale of the operation(Binam et al.~~, Tonyè, Wandji, Nyambi, & Akoa~~, 2004;Thiam et al.~~, Bravo-Ureta, & Rivas~~, 2001). The objectives of physical savings include reducing waste ~~(waste)~~, preventing a decline in product quality, and saving labor. For economic efficiency, marketing margin is used as a measuring tool(Scopel et al., 2013; ~~J. P.~~ Chavas & Aliber, 1993).

From various efficiency indicators, the farmer's share model of the price paid by a~~the end~~ consumer is one of the most frequently used models (Suddin et al., 2020;Miedema, 1976). Farmer's

share has a negative relationship with marketing margin, meaning that the higher the marketing margin, the lower the share received by farmers.

2. Research method

2.1. Data cCollection tTechnique and sSamples

There are two types of data used in this study: , namely primary and secondary data. Primary data is obtained from corn producers and traders who carry out marketing and distribution activities towards the hands of consumers. Secondary data is taken data that comes from literature, books, and company documents as well as from related agencies (Vartanian, 2011; Boslaugh & Boslaugh, 2009). This data is used to provide information on the quantity of e.g.e.g., describe a number of things, such as the number of corn producers, the number of distribution channels, the demand, production of cornmaize, and other data deemed necessary.

The number of respondents samples in this study was 150 people consisting of 120 corn producers and 30 intermediary traders. A number of The selection of respondents the sample size refers to (Boyd (,—2013)and (Kline (,—2014)who offered 100 as an absolute minimum number of respondentssample, recommending that a minimum number of samples be selected of 100. The distribution of the respondentssample is 50 people perwithin the Province.

2.2. Method of aAnalysis

This study applied a quantitative approach, namely —Aa two-stage calculation to come up with efficiency analysis. Firstly, the study calculates the total production costs, which areis obtained by analyzing costs incurred by producers during the production process. To have a deep analyzesis ofdeeply the revenue gainedbooked by producers, the production costs are then identified, analyzed, and grouped into two categories, which are variable and fixed costs. Secondly, the study calculates marketing costs spent along with marketing and distribution channels. During In this stage, , at the beginning, the study identifies and analyzes corn movement along with marketing and distribution channels, at the same time identifying numbers of intermediary traders within it. The findings are then analyzed to judge whether the distribution channel accessed by farmers are long or short. The study then analyzed the margin gainedbooked by each intermediary trader and calculated the marketing costs spent by each of them. Furthermore, marketing efficiency (EP) is calculated based on the total marketing costs divided by the value of marketed corn products. The smaller the EP value, the more efficient the marketing chain is. The following is aA detailed formula for each calculation is elaborated. Firstly, the study calculates revenue. To calculate the revenue, there several steps are appliyedings, firstly considering using farmer's income as given below:

$$\pi = TR - TC, \qquad (1)$$

where π is the denotes income, , while TR is the total return (IDR), , and TC is the total costs (IDR).

To calculate the total costs (TC), the following study then applies the formula is used:

$$TC = TFC + TVC, \qquad (2)$$

where TC is the ~~denotes~~ total costs (IDR), ~~while~~ TFC is the~~a~~total fixed costs (IDR), ~~and~~ TVC is the~~a~~ total variable costs (IDR).

Farm revenue (TR) is ~~then~~ obtained using the formula:

$$TR = P \cdot Q, \qquad (3)$$

where TR is the ~~denotes~~ total revenue (IDR), ~~while~~ P is the total price (IDR/Kg), ~~and~~ Q is the quantity(Kg).Secondly, the study calculates marketing profit booked by an intermediary for each marketing and distribution channel available ~~to be accessed by~~for corn producers. First, it is necessary to calculate ~~To do so, it begins with~~ the marketing profit equation ~~, which is given below.~~

$$\pi = Mp - Bp, \qquad (4)$$

where π is ~~denotes~~ the profit of corn marketing, ~~while~~ M is the marketing margin of each corn marketing agency and the marketing costs of corn.Marketing margin is ~~then~~ calculated as follows ~~by using the following equation~~:

$$Mp = Pr - Pf, \qquad (5)$$

where Mp is the ~~denotes~~ marketing margin, ~~while~~ Pr is the price at a consumer level (IDR), ~~and~~ Pf is the price at a producer level (IDR).~~It is then solving the equation of m~~arketing costs are calculated as follows: ~~wh~~ ~~ich is~~

$$Bp = Bp_1 + Bp_2 + Bp_3 + \ldots + Bp_n, \qquad (6)$$

where Bp is ~~denotes~~ the marketing costs for corn, ~~while~~ Bp_1, Bp_2, Bp_3, until ~~l~~ Bp_n is the ~~M~~marketing costs for each corn marketing agency.The last is to identify the efficiency ratio between ~~pricers~~prices at ~~the~~producer ~~level~~ and ~~end~~ consumer levels. To estimate ~~h~~the~~ave~~ cost proportion to total product marketed, the study applies the formula used by Suddin et al. (2020):

$$Eps = \frac{Total\ marketing\ costs}{The\ value\ of\ the\ product\ being\ marketed} \cdot 100\%, \qquad (7)$$

where the higher ~~more than~~ Ep value ~~obtained~~ means the higher ~~more~~ efficiency of ~~t~~ ~~the~~ marketing chain (<1: Efficient,> 1: Inefficient). With respect to marketing efficiency, the study uses the following equation ~~(that has been extensively applied by researchers, including~~ Suddin et al., ~~(~~2020).

$$FS = \frac{Pf}{Pk} \cdot 100\%, \qquad (8)$$

where FS (Farmer's Share) is the percentage of prices received by farmers (%), ~~while~~ Pf is the price at ~~the~~ consumer level (IDR/Kg), ~~and~~ Pk is a price at a farmer level (IDR/Kg).

3. Data analysis and results

3.1. Respondent ~~c~~Characteristics

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Based on the survey results, ~~as much as~~ 70,-84% of corn producers are in the age group of 31-50 years, ~~with a~~A dominant education level is ~~graduated from~~ junior high school graduates – around 46,-67%, senior high school –26,-67%, and elementary school 25%. 47,50% are ~~T~~those producers who

have 3-4 ~~family~~ dependents, ~~are 47.50%~~ and 19.17% have 1-2 dependents, ~~people 19.17%.~~ Generally, ~~as much as~~ 45% of producers cultivate up to 1-2 ha land, and 28.33% ~~those who~~ have less than 1 hectare, ~~are as much as 28.33%. These producers, as much as~~ 66,66% of producers ~~them.~~ have cultivated corn for more than 15 years.

Regarding ~~With respect to~~ the intermediary traders, they have slightly different characteristics. Traders are generally older and have a higher level of education. ~~As much as~~ 83,33% of intermediary traders aged between 31 and 60 years, ~~and as much as~~ 66,67%are graduated from senior high school.Those traders who have 3-4~~the number of dependents 3 to 4 people~~ reached 46,67%, and 33.33% have ~~and~~ 5~~ to~~ 6 dependents, ~~people are 33.33%.~~ In general, 30% of traders have been in this business for 15 years and ~~as much as~~ 23% ~~are~~ for 10-15 years. There are about 20% of traders who have been trading for 21-25 years. Their purchases tend to vary. The highest ~~amount~~number of purchases reaches 11 to 20 tons per harvest by 40%. ~~As much as~~ 43% are able to purchase up to 40 tons per harvest.

3.2. Corn ~~f~~Farming~~b~~Business ~~a~~Analysis

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Results of ~~C~~corn farming business ~~business~~ analysis ~~results~~ are grouped int~~r~~o three stages, which are analysis of producers' revenue, intermediary traders' revenue and efficiency costs.

3.3. Analysis on ~~c~~Corn ~~p~~Producers

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To analyze corn producers' revenue, ~~it begins to conduct~~ an analysis of total production costs must be done, namely ~~There are two costs calculated to come up with total production cost that is a~~ variable and fixed costs must be estimated.

~~On the basis of findings, t~~The results indicate that variable costs incurred by a farmer vary. It is about IDR 5,980,000 per~~/~~planting season~~planting season~~. These costs ~~are then~~ can be classified into three categories~~costs~~, namely production input costs, labor costs, and land rental costs. Infrastructure for production costs (Saprodi) include the cost of seeds, fertilizers, and pesticides. The last two costs mentioned, fertilizers and pesticides, used by farmers are Urea, SP-36, and NPK, as well as Gramoxone. Labor costs also cover various activities including land cultivation, planting, fertilizing, harvesting and transportation.

The findings also suggest that land rental costs account for the largest portion of the three cost groups followed by input and labor. For input costs, the largest contributor is the cost of seeds and urea fertilizer afterward. Meanwhile, for labor costs, the largest costs are harvesting and tractor processing, respectively.

Table 1. Average ~~v~~Variable ~~c~~Costs of ~~l~~Land per ~~h~~Ha/~~p~~Planting ~~s~~Season

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Source: Primary data processed, 2020.

No.	Variable ~~c~~Costs	Average ~~v~~Value (IDR/Ha)	%
1	Saprodi	1.936.573	32,34
2	Labor Costs	1.560.210	26,05
3	Land Rental Costs	2.491.596	41,61
Total Average		5.988.379	100,00

In fixed costs, costs spent by producers can be classified into two categories and both of them are non-cash costs that is in charge in several production seasons. With the use of the ~~Straight-Line~~Straight-Line depreciation method, on average the total fixed costs spent by a producer was about IDR~~.~~ 131,~~.~~790 per planting season~~/ planting season per planting season~~. The highest fixed costs spent is equipment depreciation is about 69,~~.~~65% and followed by sprayer 30,~~.~~35%.

~~Tabel~~Table2.Average ~~T~~Fixed ~~C~~Costs ~~P~~Per ~~H~~Ha ~~/P~~Planting ~~S~~Season

Source: Primary data processed, 2020.

No.	Fixed ~~C~~Costs	Average (IDR)	%
1	Depreciation of Agricultural Equipment	91.790	69,65
2	Depreciation of the Sprayer	40.000	30,35
Total Average Fixed Cost		131.790	100,00

Using information of variable and fixed costs, the total costs of corn cultivation is ~~then~~ calculated. The results indicate that the total average costs incurred by farmers in each season reach is about IDR 6,120,169, which consists of IDR 131,790 ~~the~~ fixed cost~~sof IDR 131,790 a~~and IDR 5,988,379 ~~a~~ variable costs ~~of IDR5.988,379~~. Thi~~sese~~ amount of total costs can be seen in~~the~~ following table:

Table 3. Total ~~A~~Average ~~C~~Costs of ~~C~~Corn ~~P~~Producers per ~~H~~Ha/ ~~P~~planting ~~S~~Season

Source: Primary data processed, 2020.

No	Type of Cost	Average ~~C~~Cost ~~V~~Value (IDR)	Percent (%)	
1	Fixed Cost (FC)	131.790	2,15	
2	Variable Cost (VC)	5.988.379	97,85	
Total Cost (TC)			6.120.169	100,00

Based on ~~On the basis of~~ the production costs analyzed above, income obtained~~booked~~ by corn producers is~~then~~ calculated. Income is the difference between revenue and total costs incurred during one growing season. Using the information on total costs and sales, the average farmer income per ha/crop in a season is IDR 4,022,831. This amount is calculated from the average amount of production (3,220 per ha/kg) and ~~times~~a selling price at ~~a~~the producer level, which is assumed to be IDR 3,150/kg.

Table 4. Analysis of ~~C~~Corn ~~P~~Producer ~~A~~Average ~~I~~Income per ~~H~~Ha/ ~~P~~planting ~~S~~Season

Source: Primary data processed, 2020.

No	Description	Average ~~P~~Production per ~~H~~Hectar (~~K~~Kg)	Unit ~~P~~Price (~~K~~Kg/IDR)	Average ~~I~~Income ~~V~~Value(IDR)
1	Average Income of Farmers	3.220	3.150	10.143.000
2	Average Total Cost			6.120.169
Total of the Farmer's Average Income				4.022.831

3.4. Intermediary ~~T~~Trader~~s A~~Analysis

To begin with an analysis of intermediary traders, the study provides the results of market channel distribution accessed by producers. Based on ~~On the basis of~~ interviews and observations, it is found that corn movement within a marketing and distribution channel can be classified into three levels~~: of channels, that are~~ two-level channel, one-level channel, and zero-level channels.

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Two-level channels consist of farmers, merchant collectors, wholesalers, and the animal feed industry. It connects two traders only, which are merchant collectors and wholesalers. In this two-level channel, the merchant collector ensures the corn movement from producers to the wholesaler's warehouse. In ~~a such case, merchant collectors are bound by wholesalers~~such a case, wholesalers bind merchant collectors since they are targeted to sell a certain amount ~~ton~~ of corn in a specific duration of time. These collectors are so-called active buyers since they intensely buy corn from producers with an undefined limit.

One-level channels involve farmers, merchant collectors, and breeders. This channel involves only one intermediary trader called merchant collectors. Different from the two-level channel, merchant collectors are passive. They buy corn from producers and keep it in their warehouses while awaiting consumers to buy it.

In a zero-level channel, producers directly sell their corn to breeders.Direct selling occurs when a number of producers bind themselves into a small group(s) to conduct a direct selling to breeders.

~~With regards to~~Concerning gross margin gained~~booked~~ on each marketing and distribution channel accessed by producers, ~~on the basis of findings,~~ it is shown~~s~~ that each marketing channel has a different margin. These differences calculated from price differences between producers and end-users (breeders) without taking into account intermediary traders ~~in the channel~~. T~~he study found that t~~he highest margin is gained~~booked~~ by a two-level channel, which is IDR 500/k~~K~~g or 16,~~2~~0%. This marketing channel consists of merchant collectors and wholesalers, which earned a margin of IDR 250/k~~K~~g or 8,~~3~~3%for each of them. Secondly, it is marketing channel II that booked a total marketing margin ofIDR 375/kg or 12,~~4~~0%. The zero-level channel did not show a margin since producers conduct direct selling to breeders without an intermediary trader.

T~~Further, when t~~aking into account traders in each marketing distribution channel, it is ~~the study~~ indicated~~s~~ that the marketing margin is different for each marketing channel as each trader within the channel has a different selling price. T~~he study shows that t~~he highest margin is earned by intermediary traders with~~in the~~a one-level channel (marketing channel II), which is IDR 375. It is ~~then~~ followed by a two-level channel (marketing channel I), which is 250/kg.

Table 5. Average m~~M~~arketing m~~M~~argin in c~~C~~orn m~~M~~arketing Channel

Source: Primary data processed, 2020.

Marketing c~~C~~hannel e~~E~~lements	Selling p~~P~~rice	Purchase p~~P~~rice	Average m~~M~~arketing m~~M~~argin	
			Value (Rp)/k~~K~~g	%
Marketing Chain I (Two-Level)				
1. Farmers	3.000	–	–	–
2. Merchant Collector	3.250	3.000	250	8,33
3. Wholesalers	3.500	3.250	250	7,69
4. Animal Feed Industry	–	3.500	–	–
Total of Marketing Margin			500	16,20
Marketing Chain II (One-Level)				

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1. Farmers	3.025	–	–	–
2. Merchant Collector	3.400	3.025	375	12,40
3. Breeders		3.400	–	–
Total of Marketing Margin			375	12.40

Marketing Chain III (Zero-Level)

1. Farmers	3.150	–	–	–
2. Breeders		3.150	–	–

Considering ~~Looking deeply at the~~ costs spent by each intermediary trader, ~~the~~ traders spend~~t~~ marketing costs. These costs are transportation and costs for ~~cost and~~ loading and unloading of products ~~cost~~from ~~to~~ transportation vehicle to a ~~and~~ warehouse. It is found that these costs vary by types of traders and marketing channels.

Merchant collectors spent ~~a~~ slightly different costs in a different channel. In ~~a~~the two-level channel, these traders spent slightly higher amount of money compared with one-level. It is found that they spend about IDR 95/kg, while within a one-level channel, they spent 85/kg only. These differences occur due to transportation, ~~and~~loading and unloading activity, when ~~in which~~ merchants within a ~~in~~ two-level channel~~s~~ transport~~ing~~ the corn to the warehouse of the wholesalers scattered suburb in the city.

Differently, the costs spent by wholesalers within a ~~detecting in the~~ two-level channel~~s~~ only, showed the highest amount – that is ~~was the highest which was~~ IDR 110, or ~~This is amount is~~ 44% of the gross margin. These traders ~~only~~ spent less costs since they transport the commodity in the same district at most, ~~and l~~Loading and unloading costs are lower in ~~a~~the city than in ~~a~~the district.

Thus, net income gained~~booked~~ by a trader within the marketing channel could vary in amount and type of traders. Merchant collectors book a higher margin compared to wholesalers. In two-level channels, these traders gain~~book~~ IDR 160. ~~This margin is even bigger in the o~~One-level channels showed bigger margin –IDR ~~which was~~ 290. ~~Differently,~~ In their turn, wholesalers book lower margin ~~–which was~~IDR 140. However, wholesalers sell in big capacity to the industry within ~~in~~ the same or ~~a~~ different province~~s~~. Thus, they ~~is makes them e~~earn more comparing to ~~in amount than a~~ merchant collectors.

Table 6. Average ~~t~~Traders' ~~i~~Income within ~~for c~~Each m~~M~~arketing c~~C~~hannel

Source: Primary data processed, 2020.

No.	Marketing c~~C~~hannel	Intermediary t~~T~~raders	Marketing m~~M~~argin/Kg (IDR)	Marketing c~~C~~ost(k~~K~~g)	Profit/k~~K~~g
1.	I	Farmers			
		Merchant Collectors	250	90	160
		Wholesalers	250	110	140
2.	II	Famers			
		Merchant Collectors	375	85	290
3.	III	Farmers			

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	Breeders			
Total		875	285	590
Average		291.67	97.67	196.67

3.5. Marketing cEfficiency

Farmer's share analysis is used to determine the marketing efficiency ~~level~~ of corn ~~commodities~~. The results ~~of the three marketing channels analyzed in the study~~ show that~~a~~the zero-level channel has the highest farmer's share value, ~~and then is followed~~followed by one-level and two-level channels respectively. Within ~~In~~ a zero-level channel, a trader is not involved~~, it does not involve a trader~~. Producers directly sell their corn to breeders. In such a case, the price at ~~a~~theproducer and a consumer level is the same. In their turn~~Differently~~, the other two channels involve intermediary traders. The channels certainly allow price differences. That is why the farmer's share in ~~a~~this zero-level channel is 100% compared to~~with~~ other channels.

Table 7. Farmer'ssShare fFor cEach mMarketing cChannels in South Sulawesi

Source: Primary data processed, 2020.

Marketing Channel	Price at Farmer Level (IDR/kKg)	Price at the Consumer Level (IDR/kKg)	Farmer's Share (%)
Marketing ChanneII	3.000	3.500	85,71
Marketing Channel II	3.025	3.400	86,43
Marketing Channel III	3.150	3.150	100

4. Discussion and implication

This study is intended to analyze the welfare of corn producers based on ~~on the basis of~~ marketing and distribution channel options available ~~for them~~in South Sulawesi, which is one of the corn production centers in Indonesia. The findings show that the average income of corn producers per hectare in one planting ~~crop~~ season is substantially low. The income value obtained ~~booked in the corn farming business~~ by producers per seasonon 1 ~~in~~ hectarehectareis IDR 4,022,831 only for ~~a duration of~~ 99~~ to~~ 110 days or on average ~~equal to~~ 4 months of earning. Considering ~~When converted monthly to 2~~2hectares~~Ha~~ managed by each individual producer, for ~~in bout~~45% of ~~them, s~~smallholder farmers, as given by respondent results, this amount is equivalent to IDR 2,011,415.5.This monthly amount of income is substantially low when compared to the level of minimum wages regulated by the regional government of South Sulawesi in 2021, which is ~~an amount of~~ IDR 3,165,000 ~~in 2021~~. This low-income condition is detected ~~also found~~ in several developing countries, among them, that are in Vietnam (Zimmer et al.~~, Le Thi, Lo, Baynes, & Nichols~~, 2018) and in the Philippines (Afidchao et al.~~, Musters, Wossink, Balderama, & de Snoo~~, 2014). Thusis ~~suggests that~~, smallholder farmersarcis sensitive to selling price, technological adoption, and production costs~~. This is in line with some researchers in agricultural products (e.g.~~

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Otekunrin et al., Momoh, & Ayinde, 2019;Tambo & Abdoulaye, 2012; Salami et al., Kamara, & Brixiova, 2010)

Several factors determining identified why the producers booked low income of producers arcare, one of them, due to high production costs spent by farmers. Variable costs contribute to 97,85%. Such variable costs as the costs of renting land, fertilizers, and pesticides (inputs) are dominant and comprise it makes up to 67% of the total variable costs.These high input costs are also stated by researchers in Java (Asmara, 2017) and also occurredin developing countries, such as among them, that arein Kenya (Muraoka et al., Jin, & Jayne, 2018), Vietnam (Zimmer et al., 2018), andin Mexico especially conservative farmers(Sánchez et al., Kallas, & Gil-Roig, 2017).It is Our research suggesteds that to reduce production costs at athe producer level, the government should provide fertilizers and seeds at lower prices and ensure their stock exists in the market so that the price is stable(Krismawati & Sugiono, 2020;Rahayu et al., 2020).

Apart from variable costs, production costs could be efficiently reduced, particularly fixed costs, when farmers manage to cultivate wider lands. Logically, depreciation costs for agriculture equipment will be the same and the depreciation occurs due to time. Hence, the fixed costs spent for a wider land will be the same as narrow land, but the equipment used is the same.

In addition, the selling price at athe producer level also affects widely their farmers' welfare. One of the main reasonreasons impacting price at a farmer level is market channel choice (Olwande et al., Smale, Mathenge, Place, & Mithöfer, 2015). Since aA wider channel distribution involveinvolvesnumbers of traders that lowerthe price at athe farmer level (Nalini & Rohaya, 2015;Panda & Sreekumar, 2012). EIt is the fact that each trader within a marketing channel also earns profit, which in turn allows price differences. This condition is applied in agriculture products at most (Suddin et al., 2020;Naseer et al., Mehdi, Ashfaq, Hassan, & Abid, 2019; Negi et al., Birthal, Roy, & Khan, 2018). WThis study suggests when a marketing channel involves traders, the more traders are in the distribution channels, the lower the price at a producer level could be(Suddin et al., 2020). The reason is that the trader will push down the price to earn more profit and only a little possibility is available to drive up selling price since they are expecting demand from consumers(OnogwuG. et al., 2018). When the price is high, they are likely to face obstacles to stimulating the demand(OnogwuG. et al., 2018). This condition had been found in some areas of the Jeneponto Regency, where some of the producers access a two-level channel involving four layers (farmers, collectors, wholesalers, and breeders) with have a selling price of IDR 3,000 / kg. In their turnDifferently, those producers who sell to an intermediary trader in a one-level channel could receive a slightly higher profitbook a bit higher, which is IDR 3,025, while those who sell directly to breeders have a bit higherbetter price, which is sells up to IDR 3,150 only.

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Further, each individual trader is also likely to bear transportation, loading and unloading costs necessary for spend the costs for acquiring and selling the commodity that aretransportation and loading and unloading cost(Shively & Thapa, 2017). Thesecis costs will push up the differences, particularly to

inefficient spending(Onogwu G. et al., 2018). Hence, when involving traders, the more traders involved, the more costs are spent by all traders within the channel, which then allows to enlarge wider the price differences between producers and consumers. This condition has been studied by echoed, among them, byMasuku, Makhura, and, & Rwelarmira (2001),F. E. Mmbando et al. (2016)in Tanzania and by Schipmann and Qaim (2011) in the case of sweet pepper in Thailand(Schipmann & Qaim, 2011).

When taking into account end-users, the price at athe consumer-level is high, which is up to IDR 3,500. This also may indicate that intermediary traders sell their products far away from production areas such as in border cities and cities even across the island. This condition is particularly true for a two-level channel that needs more than one trader to reach those particular consumers.

These findings also suggest that the direct selling to the consumersuser (breeders) does not increase substantially the welfare of the farmers since the consumers (breeders) are likely to want to get a cheap price by making direct buying to producers. This also may explain, one of many other reasons such as volume and buying frequency, why only some producers prefer direct selling to breeders, not to an intermediary trader. This is in line with the researchers found in agricultural commodity (Schipmann and &Qaim (, 2011).

The implication is that the low income generated from the corn farming business in this province makes corn farming a side business(Nuryanti & Kasim, 2017). Farmers only plant corn once a year and only a small number of them cultivate it twice a year(Nuryanti & Kasim, 2017). Since it promises higher profits, rice is preferable (Awotide, 2016). This is especially valid during the rainy season. At the end of the rainy season, when the dry season starts, coming in whichin some areasit is impossible hardly able to plant rice,andthen farmers switch to plant corn at that time(Nuryanti & Kasim, 2017).

The degree of efficiency of in thea marketing channel is influenced by its the length and shortness of the marketing channel(Suddin et al., 2020). Marketing channels involving direct transactions between groups of farmers and consumersusers (breeders) have the highest efficiency value since the price level is the same for farmers andconsumersusers(Hatima et al., 2020). When selling to an intermediary trader, it is also found that the price differences between farmers and consumersthe end-users are not significantly different, which is why the efficiency level is still high. It is supported by Suddin et al. (2020),whothat indicatedthat the farmer's share of more than 50% is still efficient. It is the fact that eCorn is a common commodity that is successfully grown in all of the districts within the province, which allows and it also makes buyers could easily have access to the price at athe producer level.Further,small buyers accept price differences, but high-volume buyers are likely to establishhave contacts with producers. Since small buyers are high in numbers and some of them located far away from production centers, especially individual breeders and household breeders, they are likely to buy from wholesalers.

With respect to efficiency, even though the marketing and distribution channel is highly efficient, but it does not affect the farmer's welfare since it is a fact that farmers only cultivate corn on limited and

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small land (maximumly 2hHa per producer) so that the amount of revenue obtained in booked for each season is lowsmall.

Conclusion

The study aims to examine marketing and distribution channels, as well as and input costs spent by corn producers that could possibly impactaffect their welfare. The study concludes that the average income earned by producers is substantially low when compared to minimum wage regulated in the province.

Two factors identified to impactinfluence adversely income level obtained booked by producers. Production costs, in particular, variable costs, contributed to high total production costs production. These input costs are contract land, fertilizers, and pesticides. Besides these costs, intermediary traders are also potentially pushing down selling prices at athe producer level. Among Of three marketing channelchannels accessed by producers, a two-level channel, a wider marketing channel, contribute to lower selling price at athe producers level. It is then followed by a one-level and zero-level channel. Marketing costs spent and the margin expected by each intermediary allows a wider-price difference between producers and consumersend-user(breeders). The study also found that, even though these three marketingthree-marketing channel affect shows impacts to income level obtained booked by producers, but each marketing channel showsa goodgood efficiency level.

To increase the income earned by producers, input prices such as variable costs foras fertilizers and pesticides must be controlled by the government and be make them easily accessed by producers oin the market to ensure stabilitye of prices. Further, local government should allow facilitate producers to be able to sell their corn toat wholesalers, intermediary traders in the district level but not at athe village level, who promise a higher selling price.

Author cContributions

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Conceptualization; Jusni Ambo Upe.

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Formal Analysis; Jusni Ambo Upe.

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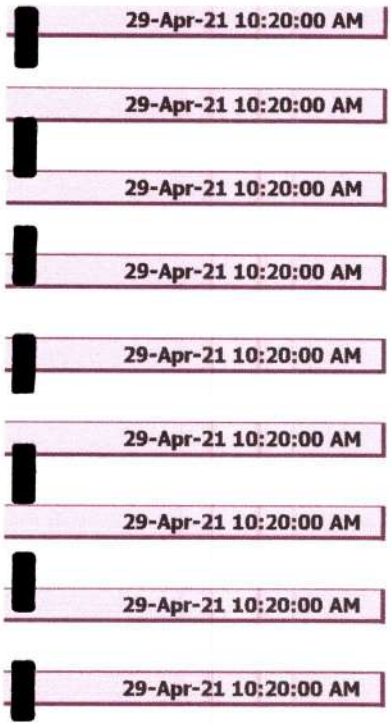
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