

Analysis Marketing of Goat Milk at Tharraya Farm, Sunggal Subdistrict

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ABSTRACT

Marketing is an activity that is carried out to be able to sell products such as goat milk to consumers. From a development perspective, goats have a lot of hope if they are raised economically. Therefore, this study aims to determine the characteristics of the marketing institutions involved in marketing goat milk, determine the channel shape and function of marketing goat milk, determine the cost of marketing margins, farmer's share, and profit ratios marketing goat milk as well as analyze the marketing efficiency of goat milk at Tharaya Farm District Sunggal. The method used in data collection is purposive sampling. Primary data was collected through interviews using questionnaires and direct observation of breeders, intermediary traders and consumers. The parameters studied were marketing institutions, marketing channels, marketing margins, farmer's share, profit to cost ratio. The results of this study indicate that the marketing agencies involved in marketing goat milk at Tharraya Farm are breeders and retailers. There are two milk marketing channels at Tharraya Farm, namely, Channel I: Breeder-Consumer, Channel II: Breeder-Retailer-Consumer. Based on the marketing analysis, the margin share was obtained, where in this analysis channel I (Rp. 30,600) was greater than channel II (Rp. 0). Farmer's Share Channel II (100%) is greater than channel I (60%). The profit ratio of channel I (11.17) is smaller than channel II (15.4). The efficiency of the milk marketing channel at Tharraya Farm can be seen from its marketing efficiency, that each marketing channel is efficient with a value between 0-33%. The conclusion of this research is the marketing of goat milk at Tharraya Farm has been efficient.

Keywords: District Sunggal, Goat, Marketing agency, Milk, Tharraya Farm



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1. Introduction

Goats are a type of small ruminant livestock that has long been cultivated. In the process of raising this livestock is relatively not difficult, because in addition to being tame to be farmed, the feed is also quite diverse in variety and type. Goats also have the ability to adapt well to an environment where the quality of feed can be said to be low and the quantity of feed is minimal. The goat business on smallholder farms generally still uses simple technology. Every company expects to make a profit by using productive resources controlled by farmers. In Indonesia, dairy goats are a new product with promising development potential. Although goat's milk is less known than cow's milk, goat's milk has a good chemical composition and offers positive health benefits for the body because milk contains many nutrients and bioactive components that are important for

maintaining a healthy body [1]. According to [2], goat's milk can play a role in restoring the condition of the human body that has just recovered from disease.

Milk is another by-product produced by goats. Farmers in rural areas will benefit from this situation as it will increase their income [3]. Tharraya Farm is a dairy goat farm located in Sunggal District owned by a farmer named Mr. Suryono. This farm itself has been established since 2010 to produce quality goat milk, as for the importance for farmers to know and be able to evaluate the marketing channel whether the marketing flow is efficient.

2. Materials and Method

2.1. Research Methods and Sampling

The sampling method chosen was snowball sampling, which follows the marketing channel from producers to consumers. Determination of the sample in this technique is based on interviews with previous samples or by correspondence. Respondents consisted of internal parties of Tharraya Farm as well as marketing institutions involved up to consumers.

2.2. Data Collection

Primary data obtained from this research is the results of observations through direct interviews with respondents who are assisted by filling out questionnaires, while secondary data is obtained from various libraries and related agencies that support research activities as Central Statistics Agency (BPS) of Sunggal District.

2.3. Data Analysis

The data collected from the respondent interviews were then recapitulated to facilitate calculations and then analyzed for the presentation of results and discussion. Analysis calculations were carried out to determine marketing channels, marketing margins and marketing efficiency.

2.3.1 Marketing Margin

To calculate the marketing margin, the formula can be used :

$$M = Pr - Pf$$

Description:

M = Marketing margin (Rp/Kg)

Pr = Price at the consumer level (Rp / Kg)

Pf = farm gate price (Rp/Kg)

2.3.2 Farmer's Share

According to [4], to find the Share price obtained by the producer, the formula can be used:

$$= \frac{Spf \cdot Pf}{Pr} \times 100\%$$

Description:

Spf = Farmer's Share (%)

Pf = Farm level price (Rp/Kg)

Pr = Price at consumer level (Rp/Kg)

2.3.2 Marketing Efficiency

A key factor in effective product marketing is the efficiency of the supplier chain marketing. Supply chain actors want an effective marketing system [5]. To measure the parameters of marketing channel efficiency, namely by summing up the acquisition of marketing margins and farmer's share in each marketing channel that occurs. To get the value of marketing efficiency in the research location can be calculated as follows [6] :

$$\text{Efficiency Marketing} = \frac{\text{Total Marketing Cost}}{\text{Total Product Price}}$$

If the marketing efficiency value is < 1 , then the marketing system is considered efficient. Marketing efficiency means the maximization of the implementation of income and expenditure in the form of a business that reduces entry costs but does not affect customer satisfaction. Implementations involved in commodity marketing should understand the marketing scheme that runs [7]. Looking at the comparison of the profit share of each marketing institution involved in the marketing process versus the marketing costs of each marketing institution associated with the following criteria is a benchmark used to measure marketing efficiency, namely:

a. Marketing margin

If the marketing margin of the farmer is higher than the marketing margin of the marketing institution as a whole, and vice versa, then marketing is said to be efficient.

b. Based on farmer's share

Considered efficient if the farmer's share is $> 50\%$. The farmer's share value is negatively correlated with the marketing margin so that the greater the marketing margin, the smaller the farmer's share.

c. Cost benefit ratio

Considered efficient if the cost benefit ratio > 1 and vice versa.

3. Result and Discussion

3.1. Marketing Channels

Marketing channels are a series of actions to market livestock products from producers to end buyers. In Tharraya Farm's goat milk marketing activities, there are two marketing channels to deliver production that connect producers and consumers. [8] states that there are four marketing channels for consumer products, namely direct channels, one-group channels, two-group channels, and three-group channels. However, Tharraya Farm has 2 groups of goat milk marketing channels in Tharraya Farm. This can be seen through the goat milk marketing channel scheme as follows:

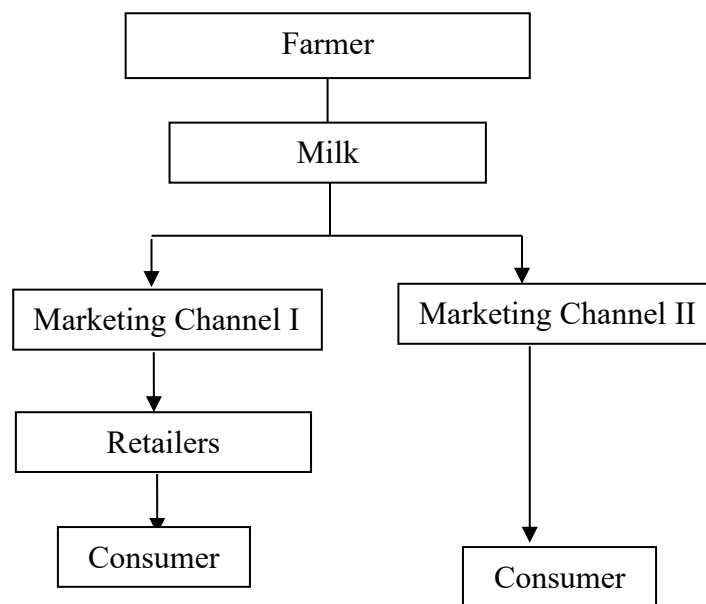


Figure 1. Tharraya Farm's Marketing Channel Scheme

Marketing Channel 1

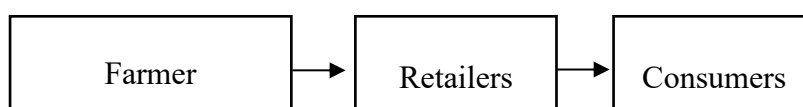
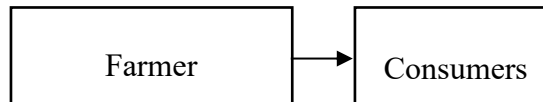


Figure 2. Scheme of Marketing Channel 1

According to Figure 2, marketing channel I is a type of 1 group channel, because in this channel only uses 1 intermediary institution, namely retail traders. Tharraya Farm farmers in this channel I offer dairy products directly to retailers where the retailer traders are relatives of farmers and neighbors of farmers. The relationship between the farmer and the retailer traders is a regular subscription of the farmer. The milk collection process is carried out by retailers by picking up directly to the Tharraya Farm's location in the morning and afternoon after collecting the milk, the retailers will return to the milk delivery process to their subscriptions using their own transportation.

Marketing Channel 2

**Figure 3.** Scheme of Marketing Channel II

It can be seen in Figure 3 above that marketing channel II is a type of direct channel, because in this channel consumers directly buy milk at the Tharraya Farm location and also farmers can deliver milk to consumers who have subscribed to Tharraya Farm.

3.2. Marketing Margins

[9] argue that margin marketing is a term that states that there is a difference between the price received by the first seller and the price paid by the last buyer.

Tabel 1. Marketing Margin on Goat Milk

Marketing Channel	Milk Marketing Margin		
	Purchase Price (IDR/ liter)	Selling Price (IDR/liter)	Marketing Margin (IDR/ liter)
I	Rp. 46.000	Rp. 76.600	Rp. 30.600
II	-	Rp. 46.000	-

Based on table 1 above, it is found that the marketing margin in marketing channel II of dairy products is Rp.0. This is due to the fact that farmers make more money as they sell milk to consumers directly. In channel I dairy products have a marketing margin of IDR 30.600. This is because the average price of milk is IDR 46.000 per liter and the selling price is IDR 76.600. In channel I of dairy products, the amount of marketing margin is determined by the length of the marketing chain and the distance of distribution or distribution. Related to the opinion of [10] which says that the marketing margin is the difference between the price paid by the final consumer and the price received by the marketing institution.

3.3. Farmer's Share

Farmer's share is the share obtained by farmers at the price paid by the final consumer [11].

Table 2. Farmer's share of goat milk marketing channel at Tharraya Farm

Farmer's share Milk	
Marketing Channels	Farmer share (%)
I	60
II	100

In the dairy marketing channel, marketing channel I obtained a Farmer's share value of 60% and marketing channel II obtained a Farmer's share value of 100%. According to [4] states that the value of farmer's share $\geq 50\%$ then the marketing channel is efficient while farmer's share $\leq 50\%$ then the marketing channel is

not efficient. Through the analysis results in Table 4, the value of farmer's share in each milk marketing channel in Tharraya Farm is $\geq 50\%$, which means that the marketing channel is efficient.

3.4. Profit and Cost Ratio

Marketing costs are costs incurred by marketing institutions in distributing milk from farmers to end consumers expressed in rupiah per liter. Meanwhile, the profit of a marketing institution is the difference between the marketing margin and the costs incurred during the marketing process [12].

Table 3. Analysis of profit to cost ratio

Milk Profit Ratio			
Marketing Channel	Profit (IDR/liter)	Marketing Cost (IDR/liter)	π/C
I	Rp 30.600	Rp 2.692	11,3
II	Rp 15.400	Rp 1.000	15,4

In marketing channel I, the total marketing cost incurred per liter by retailers was Rp. 2,692/liter. The smallest cost is borne by farmers at IDR 1.000/liter. Then the ratio of profit to cost is 15.4. The most milk profit was received by retailers at IDR 30.600/liter. [13] stated that the profits earned by marketing institutions and producers are different. This profit is obtained from the difference between marketing margins and marketing costs.

3.5. Marketing Efficiency

Analyzing marketing efficiency is measured by taking into account the amount of prices at the producer and final consumer levels as well as the cost of marketing institutions and the profits of all actors involved in marketing [14].

Table 4. Marketing efficiency

Efficiency of milk marketing			
Marketing Channel	Marketing Cost (IDK/liter)	Product Value (Rp/liter)	Efficiency Value (%)
I	Rp 2.692	Rp 76.600	3,5
II	Rp 1.000	Rp 46.000	2,1

Based on [15], if the marketing efficiency value is 0-33%, it can be said that the marketing system is efficient. From the analysis of Table 4, it is found that all marketing institutions involved in milk marketing activities at Tharraya Farm are efficient.

4. Conclusion

Based on the marketing analysis obtained margin share where in this analysis channel I (IDR 30.600) is greater than channel II (IDR 0). Farmer's Share of channel II (100%) is greater than channel I (60%), so it can be said that the milk marketing channel at Tharraya Farm is efficient. The profit ratio of channel I (11.3) is smaller than channel II (15.4).

The efficiency of marketing channels in Tharraya Farm is in channel I which is 3.5% and channel II is 2.1%, judging from the marketing efficiency it can be said that each marketing channel in Tharraya Farm Sunggal District is efficient.

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