



Analysis of Beef Marketing Channels in Makassar City Slaughterhouses, South Sulawesi Province, Indonesia

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Article History	Abstract
Received: 06 March 2023 Revised: 15 Sept 2023 Accepted: 21 Sept 2023	<i>Makassar City Slaughterhouses (RPH) have the role of being a cattle barn before slaughter, slaughtering beef cattle belonging to wholesalers (middlemen) and also beef marketing activities. The research aims to identify beef marketing channels in Makassar City Slaughterhouses. The research was conducted in July 2022. The results showed that there were 2 patterns of marketing channels for beef at RPH in Makassar city, namely: (1) Cattle Breeders - Inter-Regional Traders - Butcher Entrepreneurs - Retailers - Final Consumers and (2) Cattle Farmers - Inter-Regional Traders - Butcher Entrepreneurs - Final Consumers</i>
CC License CC-BY-NC-SA 4.0	Keywords: Consumers, marketing channels, Butchers, Traders

1. Introduction

Livestock is an effort to breed and cultivate livestock with a very large opportunity to be developed. On farms, animals are raised and cared for to produce products such as meat, milk, eggs, fur, or labor. Livestock a contribution in supplying the needs of animal protein. Besides that, it also plays a role in increasing the nutritional quality of the community to food security where the community's need for livestock products will increase every year.

Beef cattle are a type of large ruminant livestock and have become part of the farming system in the community, apart from that they are also reared with various rearing patterns. Beef cattle are kept for the purpose of producing meat, so they are often called beef cattle. The characteristics of beef cattle are having a large body, maximum meat quality and easy to market, fast growth, high carcass count and good meat quality (Salim, 2013).

Beef is a type of meat which is a high enough source of animal protein. Meat not only contains nutrients that are good for growth such as high protein and balanced essential amino acids, but also helps provide a source of energy in the form of fat. Therefore, beef is needed by humans to meet nutritional needs and further improve the quality of human resources (Suryana, 2009). Along with

increasing people's income and awareness of fulfilling nutritious food, the demand for meat is also increasing (Revi et al., 2018)

So far, the price of beef in Indonesia is quite expensive, inversely proportional to the price of beef in other developed and developing countries. This happened because of the high demand and supply of beef which did not match the supply of meat in the country. Another factor that causes high meat prices is also due to the ineffective beef distribution channel and the marketing margins received by large traders is quite high so the meat that reaches consumers is even higher (Kurniawan, 2020).

The government has not regulated beef cattle trading in Indonesia, especially those related to beef cattle marketing channels. The beef cattle marketing business is mostly controlled by marketing institutions that have large business scales such as livestock inspector, collector traders and butchers. Each marketing channel has its own role and function in marketing (Alamsyah, 2015). One of the factors causing the price of beef to be high is also due to the ineffective beef distribution channel and the marketing margins received by the wholesalers are quite high so that the meat reaching the consumers is even higher. With the ineffectiveness of distribution channels and the high cost of marketing margins carried out by large traders, what is being done is to focus on identifying beef distribution channels (Kurniawan, 2020).

Distribution of beef that occurs in various slaughterhouses encourages distribution actors such as wholesalers and retailers as intermediaries who deal directly with consumers to carry out marketing strategies in carrying out their activities. Therefore, it is necessary to conduct research on beef marketing channels in Makassar abattoirs, South Sulawesi, Indonesia

2. Materials And Methods

The time and place will be held on June 2023 at the RPH, Makassar City. The choice of location was based on the consideration that RPH in Makassar City was one of the slaughterhouses located in Makassar City. This abattoir supplies around 50 tons of beef/month (slaughtering around 8-12 cows/day). RPH plays a role in supplying the needs of beef for the people in Makassar City. The method used in this visit is to use the survey method. Where the survey method is one of the data collection techniques used to collect information from respondents systematically. This method involves the use of questionnaires or interviews to collect answers from respondents related to a specified topic or question. The survey phase was carried out to collect primary and secondary data. Primary data was obtained through interviews and filling out questionnaires by respondents. Secondary data obtained from related agencies in this study, namely RPH Makassar City and other related sources. Analysis data of descriptive

3. Results and Discussion

Marketing channels are channels of marketing institutions that have activities that distribute goods from producers to consumers. The beef cattle marketing channel is the cattle distribution channel from breeders with or without involving marketing agencies to the end consumers. This marketing channel pattern can affect the size of marketing costs and the price paid by consumers (Saputra, et al., 2021; Munadi et al, 2021). According to Hastang and Asnawi (2015) that the marketing channel is a distribution channel consisting of a set of traders who carry out all the activities (functions) used to distribute products from producers to consumers.

The results of the study obtained 2 marketing channels for beef cattle from regional breeders to PD RPH Makassar City through several forms of channels, namely:

a. The first marketing channel

The first marketing channel involves marketing agencies in the marketing of beef cattle from regional breeders to Makassar RPH to consumers, namely inter-regional traders, butcher entrepreneurs and trader's retailer. For more details, see Figure 1



Based on Figure 1, the first marketing channel is through several marketing institutions, namely inter-regional traders who have cooperative ties with butcher entrepreneurs (unwritten) and some who do not. Beef cattle brought by inter-regional traders who have cooperative ties with butcher entrepreneurs, directly cut by the butcher entrepreneur to determine the purchase price of the cow. Meanwhile, beef cattle brought by inter-regional traders who do not have a cooperative relationship with butcher entrepreneurs are marketed in the slaughterhouse area. The cattle were purchased by the butcher entrepreneur through bidding to reach a price agreement

Beef cattle purchased by butchers, some are directly slaughtered to fulfill incoming meat orders and if there is excess it will be stored for slaughter the next day. Then the beef from the slaughter at the RPH, the butcher entrepreneur sells the beef to the retailer. These retailers also have an unwritten cooperative bond (regular customer) between butcher entrepreneurs. Then the retailers sell beef purchased from butcher entrepreneurs to final consumers in markets in Makassar City, one of which is the Terong market.

The pattern of marketing distribution is one of the main problems in the marketing process. According to Brihandhono, et al (2022) that long marketing channels cause marketing margins to increase, so that the final price that consumers have to pay is higher and the portion of the price received by farmers as producers is getting smaller.

b. Second marketing channel

The second marketing channel involves marketing agencies in the marketing of beef cattle from regional breeders to PD RPH Makassar City to consumers, namely inter-regional traders and butcher entrepreneurs. For more details, see Figure 2.



Based on Figure 2, the second marketing channel is through several marketing institutions, namely inter-regional traders who have cooperative ties with butcher entrepreneurs (unwritten) and some who do not. Beef cattle brought by inter-regional traders who have cooperative ties with butcher entrepreneurs, are immediately slaughtered by the butcher entrepreneurs to determine the purchase price of the cattle.

Meanwhile, beef cattle brought by inter-regional traders who do not have a cooperative relationship with butcher entrepreneurs are marketed in the slaughterhouse area. The cattle were purchased by the butcher entrepreneur through bidding to reach a price agreement. The beef cattle purchased by this butcher entrepreneur are immediately slaughtered to fulfill incoming meat orders and if there is excess, it will be stored for the next day's slaughter. Then the beef from slaughtering at the RPH, the butcher entrepreneur sells the beef to the final consumer in the Terong market, Makassar City.

4. Conclusion

The first channel is a long channel to get to the final consumer, of course in this case the price that must be paid by the final consumer is higher while the second marketing channel has a shorter marketing channel where the second marketing channel only involves 2 marketing institutions,

namely inter-regional traders and entrepreneurs butcher to get to the end consumer. So that in the second marketing channel the price that must be paid by the final consumer is lower than in the first marketing channel.

Conflict of interest:

The authors declare no conflict of interest.

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