

**MARKET CONDUCT ANALYSIS OF SALAK PONDOH COMMODITIES  
(*Salacca edulis reinwardt*) SOLD IN TRADITIONAL MARKET**

**ANALISIS PERILAKU PASAR KOMODITAS SALAK PONDOH (*Salacca edulis  
reinwardt*) YANG DIJUAL DI PASAR TRADISIONAL**

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**ABSTRACT**

Cancel culture is a form of boycotting or rejection and other negative actions as a form of protest that Salak Pondoh has profitable agribusiness opportunities. The high level of population and tourists in the city of Bogor has given rise to many modern markets and traditional markets that provide fruit including pondoh salak. However, the characteristic of salak fruit is that it spoils quickly, often in the process of distributing goods from producers to consumers there is an activity that triggers uncertainty. The quantity of actors involved in the marketing process can influence the marketing behavior of each marketing actor, so the research objective is to analyze market behavior by studying the price formation process, marketing chain and marketing function. The location was chosen purposively, namely Bogor Market and Jambu Dua Market, which are markets that are often visited by the people of Bogor. The sampling technique used purposive and snowball sampling. The total number of respondents was 32 people consisting of 6 retailers, 5 collectors and 21 farmers. The data analysis technique uses marketing channel analysis. Pondoh salak market behavior was analyzed using qualitative methods, namely descriptive analysis regarding pricing practices, sales and product purchasing practices from each marketing actor. Price determination at the farmer level is carried out by the next marketing institution, namely collecting traders, while at the trader level price determination is carried out independently based on price information from the market. There is one marketing channel that is formed, namely farmers who sell to village collectors, village collectors sell to wholesalers, namely Kramat Jati Market, wholesalers sell to Bogor City retailers and then sell to final consumers.

Keywords: Conduct market, marketing, price, salak pondoh.

**ABSTRAK**

Salak pondoh memiliki peluang agribisnis yang menguntungkan. Tingkat penduduk dan wisatawan yang cukup tinggi di Kota Bogor memunculkan banyak pasar modern dan pasar tradisional yang menyediakan buah-buahan termasuk salak pondoh. Namun, karakteristik buah salak yang cepat rusak seringkali dalam proses penyaluran barang dari produsen sampai ke konsumen terdapat suatu aktivitas yang memicu timbulnya suatu ketidakpastian. Kuantitas pelaku yang terlibat dalam proses pemasaran dapat mempengaruhi perilaku pemasaran pada setiap pelaku pemasarannya, sehingga tujuan penelitian adalah menganalisis perilaku pasar dengan kajian proses pembentukan harga, rantai pemasaran, dan fungsi pemasaran. Pemilihan lokasi dilakukan secara sengaja (*purposive*) yaitu Pasar Bogor dan Pasar Jambu Dua yang merupakan pasar yang banyak dikunjungi oleh masyarakat Bogor. Teknik pengambilan sampel menggunakan *purposive* dan *snowball sampling*, Jumlah total responden sebanyak 32 orang terdiri dari 6 pedagang pengecer, 5 pedagang pengumpul, dan 21 petani. Teknik analisis data menggunakan analisis saluran pemasaran. Perilaku pasar salak pondoh dianalisis

menggunakan metode kualitatif yaitu analisis mengenai praktek penentuan harga, praktek penjualan dan pembelian produk dari setiap pelaku pemasaran. Penentuan harga di tingkat petani dilakukan oleh lembaga pemasaran selanjutnya yaitu pedagang pengumpul, sementara pada tingkat pedagang penentuan harga dilakukan secara mandiri berdasarkan informasi harga dari pasar. Terdapat satu saluran pemasaran yang terbentuk yaitu petani yang menjual ke pedagang pengumpul desa, pedagang pengumpul desa menjual ke pedagang besar yaitu Pasar Kramat Jati, pedagang besar menjual ke pedagang pengecer Kota Bogor dan selanjutnya menjual ke konsumen akhir.

Kata kunci: Perilaku pasar, pemasaran, harga, salak pondoh

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## INTRODUCTION

Salak pondoh is one of the most popular varieties among other salak varieties in Indonesia, therefore salak pondoh fruit has profitable agribusiness opportunities in line with the increasing consumption of fruits in the country and foreign demand (Badan Pusat Statistik, 2019). The high level of national activity centers can support the development and economic growth of Bogor City (Diskominfostandi Kota Bogor, 2017). The high level of population and tourists in Bogor City has led to many modern markets and traditional markets that provide fruits including salak pondoh fruit (Badan Pusat Statistik, 2018). In addition to buying fruit in modern markets, many people in Bogor City still buy fruit in traditional markets because when compared to modern markets the prices offered by traditional market traders are cheaper and can choose fruit with a variety of fruit choices (Masitoh, 2013), therefore the availability and supply of fruit in the market must be maintained. Traditional markets in Bogor City that are quite large and the main destination for Bogor City residents are Jambu Dua market and Bogor market.

The characteristics of salak fruit that are quickly damaged often in the process of distributing goods from producers to consumers there is an activity that triggers uncertainty (Adirahmanto *et al.*, 2013).

The marketing actors usually involved consist of farmers, village collectors, wholesalers and retailers (Amiarsi & Mulyono, 2018). The number of institutions involved in Salak Pondoh marketing causes a price formation mechanism in the market that will have a direct impact on the marketing actors involved in Salak Pondoh marketing. The distribution of salak commodities requires trading actors that form a set of marketing activities. In general, the quantity of actors involved in the marketing process can affect the marketing behavior of each marketing actor (Cahya & Wulandari, 2019).

Research on market behavior has been conducted in several countries around the world, especially on agricultural commodities. Arthtiani (2020) analyzed market behavior in the tuna industry in Indonesia which showed that the determination of export tuna prices was carried out by buyers and promotions were carried out through trade shows and sending samples to potential buyers. Dewi (2017) also analyzed market behavior in rice commodities, similar to Kinanti (2018), Andersi (2020) and Silmi (2019) who analyzed market behavior and performance in ant sugar and robusta coffee. In salak commodities, several studies have also been conducted on marketing (Goko, 2022; Panjaitan, Ambarsari & Suswatiningsih, 2017; Woongna *et al.*, 2022; and Odufa *et al.*; 2023;

Eronmwon et al., 2014), but specifically on market behavior has never been analyzed in detail, especially in Bogor City. Salak pondoh marketing actors need information about market behavior to create strategies in market competition. This marketing behavior will affect market power in competition (Arsyad & Kusuma, 2014), so the research objective is to analyze market behavior with the study of price formation process, marketing chain, and marketing function.

## **MATERIALS AND METHODS**

### **Research Location and Sampling Technique**

The selection of locations was done purposively with the consideration that Pasar Bogor and Pasar Jambu Dua are markets that are visited by many Bogor residents. The data collection technique was to conduct interviews to collect various information, especially regarding marketing from farmer respondents, retailers and intermediary traders. Determination of retailer respondents was carried out using purposive sampling method as many as 6 respondents, while for the level of collecting traders using snowball sampling method as many as 5 respondents. Determination of farmer respondents was carried out purposively, with farmer criteria, namely length of farming, amount of production per year and land area. There were 21 farmers from Wonosobo district. The total number of respondents was 32 people, so these respondents were expected to be close to normal distribution for validity and reliability test questionnaires (Sugiyono et al., 2020).

### **Analysis Method**

This research uses a qualitative method using descriptive analysis techniques. The descriptive analysis used is an analysis of

pricing practices, sales practices and product purchases from each marketing actor. Market behavior analysis also looks at marketing channel patterns that will describe the flow of goods, the flow of money, the flow of marketing process information from producers to consumers (Cremer and Jansen, 2014). The flow of goods sees the direction of goods, namely Salak Pondoh in marketing activities in accordance with the channel. The flow of finance sees the financial direction that occurs in each marketing channel. Information flow knows the direction, form and how information moves in the marketing channel that occurs starting from farmers, village collectors, wholesalers and retailers, and marketing institutions that play a dominant role in price formation.

Market behavior is the pattern of behavior of market participants in making adjustments to the market structure faced in the form of commodity pricing practices, uniform marketing costs, non-price competition practices such as collusion, black markets, dishonest practices and price policies that do not encourage quality improvement. Market security is largely determined by market structure and market behavior. Market diversity can be seen from the price level, product characteristics, and product promotion (Asmarantaka et al., 2017).

## **RESULTS AND DISCUSSION**

### **Sales and Purchasing Practices**

The marketing process will not be separated from sales and purchasing activities because marketing is a place for buying and selling transactions between producers and consumers. Salak Pondoh marketing in the Bogor City Traditional Market also carries out sales and purchasing activities. Marketing institutions involved in sales and purchases include farmers, village

collectors, wholesalers and retailers. It is known that all marketing institutions carry out sales activities, while purchasing activities are only carried out by marketing institutions after farmers, namely village intermediary traders, large traders, and retail traders. The sales and purchasing practices of Salak Pondoh in the Bogor City Traditional Market can be seen in Table 1.

Table 1 Sales and Purchase Practices of Salak Pondoh in Traditional Markets Bogor City.

Activity Form	Marketing Organization			
	Pe	PPD	PB	PP
Purchase	×	√	√	√
Sales	√	√	√	√
Sortir	×	√	√	√
Grading	×	√	√	×
Bongkar Muat	×	√	√	√
Packing	×	√	×	×

Source: Primary Data, 2021 (Processed)

Description:

Pe: PPD Farmers; Village Trader PB; Big Trader ; PP : Retailer.

Table 1 shows the sales and purchasing practices at each Salak Pondoh marketing institution in the Bogor City Traditional Market. Marketing institutions at the farm level only sell at a selling price of Rp. 2,500.00/Kg at a production cost of Rp. 1,975.00. The collecting traders level conducts sales, purchasing, sorting,

loading and unloading, grading and packing so that the selling price of salak pondoh at the collecting traders level is Rp. 4,200.00/Kg. Large trader-level marketing institutions carry out sales, purchases, sorting and loading and unloading so that the selling price of salak pondoh at the collecting trader level is Rp. 6,500.00/Kg. At the retailer level, they do purchasing, selling, sorting and loading and unloading so that the selling price is Rp. 10,000.00/Kg and this price is the final consumer purchase price of slaak pondoh. Five respondents of intermediary traders made purchases to farmers and five intermediary traders made sales to large traders. The wholesalers purchase from the traders and sell to the retailers. Retailers purchase from wholesalers and sell to final consumers.

### Marketing Channel

Marketing is an activity in delivering products from producers to consumers. The marketing process involves third-party actors. Marketing channels were obtained from interviews with retailers and intermediary traders involved in the Salak Pondoh trade in the Bogor City Traditional Market Figure 1 shows the marketing channel of Salak Pondoh.

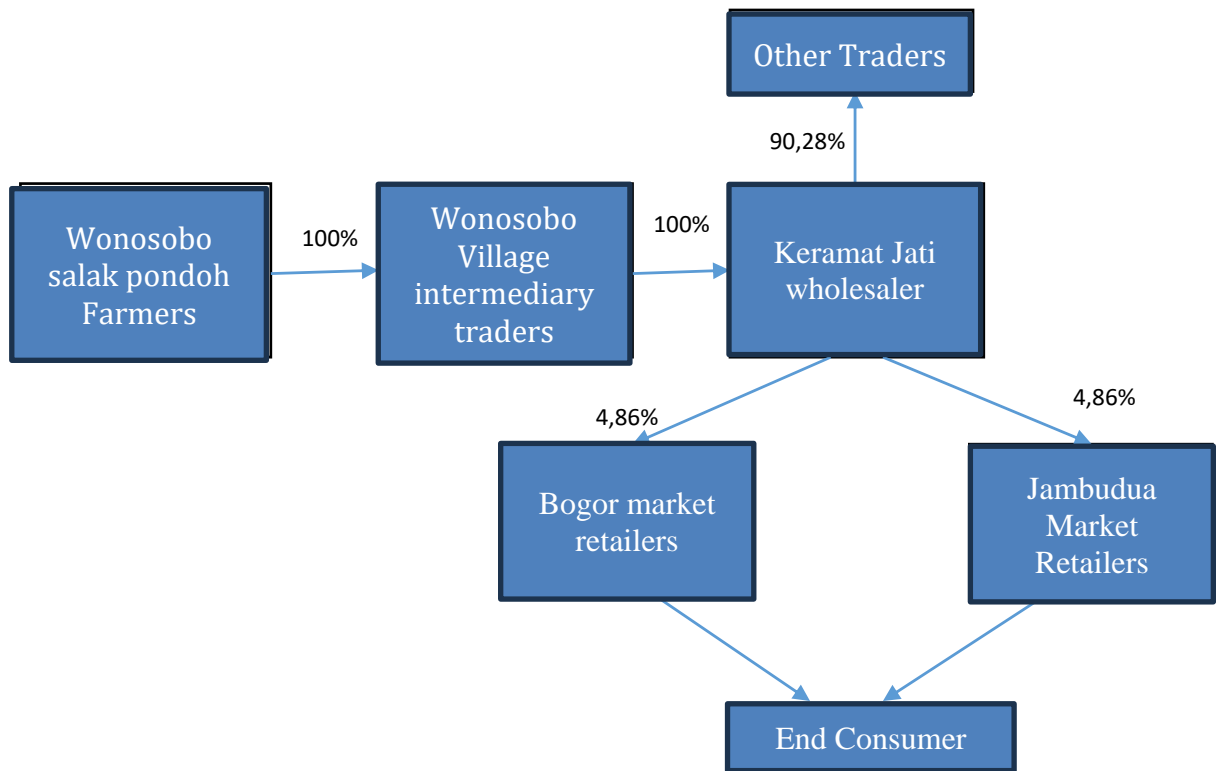


Figure 1. Salak Pondoh marketing channel in traditional markets

Farmers in the salak pondoh marketing channel are farmers from Wonosobo. Farmers who are objects in the marketing channel in Wonosobo distribute their products only to intermediary traders, wholesalers and retailers involved in the Salak Pondoh marketing process in the Bogor City Traditional Market. There is one Salak Pondoh marketing channel in the Bogor City Traditional market.

**Channel**

Marketing Channel: Farmers -> Wonosobo Village Gatherers -> Wholesalers in Kramat Jati Market -> Bogor City Traditional retailers -> Final Consumers.

There are 4 marketing institutions involved in the Salak Pondoh marketing channel in the Bogor City Traditional Market. The marketing channel starts from farmers, intermediary traders, wholesalers and retailers. Farmers involved in the Salak Pondoh marketing process in the Bogor

City Traditional Market play a role in supplying goods to the Wonosobo village intermediary traders. Collecting traders then supply goods to large traders at the Kramat Jati Main Market. Furthermore, large traders supply goods to retailers to the Bogor City Traditional market by 4.86% to the Bogor Baru market and the Bogor Jambu Dua market. Meanwhile, 90.28% of large traders sell salak pondoh to other traders (traditional traders in Jakarta, supermarkets, and salak pondoh traders on the street) without any sales or purchase contracts. Salak pondoh that has reached Pasar Baru Bogor and Pasar Jambu Dua is distributed directly to the final consumers. In line with previous studies that have been conducted, the average marketing of salak pondoh is through several market actors such as collecting traders, wholesalers and retailers (Prihastanti & Haryanti, 2023; Kartika et

al., 2019; Priyanto & Widiatmi, 2018; Mateows, Amanuel & Asfaw, 2015).

**Flow of Goods, Flow of Money, Flow of Information.**

The marketing flow of Salak Pondoh commodities includes the flow of goods, the flow of money and the flow of information. Buying and selling transactions will flow goods from sellers to buyers, money from buyers to sellers and information from both sides. Traders provide information on prices and stock availability while buyers will provide

information related to purchase quantity. The flow of information between village intermediary traders and farmers, between village intermediary traders and wholesalers and between wholesalers and retailers can be in the form of information on demand and the prevailing price of Salak Pondoh. Figure 2 shows the flow of goods, flow of money and flow of information in Salak Pondoh marketing with the following information:

Flow of Goods → Flow of Information  
 Money Flow

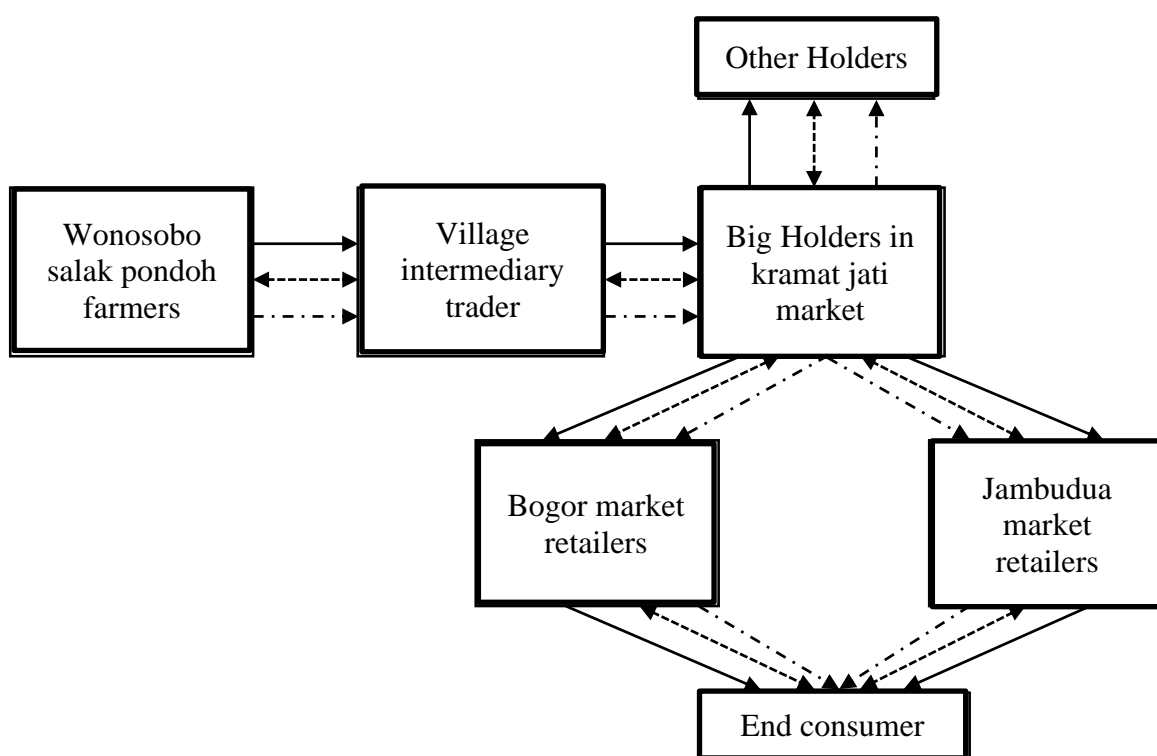


Figure 2. Flow of Goods, Flow of Money and Information Flow of Salak Pondoh Marketing, 2021.

**Flow of Goods**

Salak pondoh is the most widely traded salak variety in the Bogor City Traditional market compared to other salak varieties. Salak pondoh in the Bogor City Traditional market is salak originating from the Wonosobo area. The flow of Salak Pondoh in the marketing process starts from the activity of purchasing Salak Pondoh at the farm level in the Wonosobo area by the collector traders then

the collector traders distribute to large traders in the Kramat Jati Main Market. Large traders then distribute goods to retailers in the Bogor City Traditional market until they reach the final consumer. Generally, the process of delivering goods from farmers to collectors in the form of fresh fruit and handed over at the seller's place, some even transport from the garden directly to the warehouse of the collecting traders and then sorting and

packing. After the packing process, the trader then delivers it to the expedition service to send salak pondoh to large traders located in the Kramat Jati wholesale market.

### **Money Flow**

The flow of money is obtained from downstream to upstream. Wonosobo area farmers obtain receipts provided by collecting traders with a direct payment system and sometimes with delayed payment. The flow of money in the Bogor City Traditional market is carried out directly or in cash, meaning that when consumers buy Salak Pondoh, they are paid directly to the seller and there is no delay in payment. Meanwhile, the flow of money from wholesalers to intermediary traders uses a delayed payment system, which means that when the goods are sold, the wholesalers will pay the proceeds to the intermediary traders. Some previous studies have also shown that intermediary traders accept the delayed payment system by large traders (Badriah, 2021; Nzima et al., 2014).

### **Information Flow**

The flow of information in the marketing channel is reciprocal information, meaning that each marketing institution provides information to each other about Salak Pondoh marketing in the Bogor City Traditional market. Information flow is an important component to support Salak Pondoh marketing. Each Salak Pondoh marketing institution provides marketing-related information such as market prices and the amount of harvest. Price information and the amount of harvest are very important in the market decision-making process, especially for farmers who generally still cannot access price and market information so that their role in marketing is still as a price taker (Khusaini, 2013; Nicholson, & Snyder, 2012).

### **Pricing Behavior**

The price determination of Salak Pondoh in the Bogor City Traditional Market is determined by using the concentration value and market entry and exit barriers. The results showed that all Salak Pondoh marketing institutions in the Bogor City Traditional Market did not have pricing power. This is in line with the results of interviews with each marketing institution involved that price determination depends on market mechanisms. The amount of demand that is not proportional to the small amount of supply in the market causes the selling price to increase (Balk, 2013). The market structure of Salak Pondoh is in the form of monopolistic competition which causes the bargaining position in Salak Pondoh marketing is not strong and does not have a bargaining position to determine prices. However, commodities that enter the monopolistic competition market usually still have uniqueness in their products so that they are not as weak as the bargaining position in a perfectly competitive market (Rumallang et al., 2019; Anggraeni & Baladina, 2017).

## **CONCLUSIONS**

Price determination at the farm level is carried out by the next marketing institution, namely the collective trader, while at the trader level the price determination is carried out independently based on price information from the market. There is one marketing channel formed, namely farmers who sell to village collectors, village collectors sell to large traders, namely Pasar Kramat Jati, large traders sell to retailers in Bogor City and then sell to final consumers. In the study area, market information is not yet transparent between traders and farmers and there is no established market information dissemination system. Furthermore, salak pondoh farmers have

formed farmer groups that already have an official permit from the Government, so it is expected that the Government can strengthen the institutional function of farmer groups in the study area by optimizing the post-harvest process by processing salak pondoh into processed foods, so that farmers can determine the price based on the process they have done.

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