Efficiency Study Of Quail Egg Marketing System At CV. Djion Puyuh In Somba Opu District Gowa Regency

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Abstract : This study aimed to analyze marketing channels, marketing efficiency, farmers' share, and the profit–cost ratio in quail egg marketing at CV Djion Puyuh, Somba Opu District, Gowa Regency. The study used qualitative and quantitative analyses. Data were collected through direct interviews with producers and marketing institutions involved in product distribution. Marketing channel analysis identified the flow of products and the institutions participating in each channel, while marketing function analysis examined exchange activities conducted by those institutions. Marketing margin was calculated as the difference between the price paid by consumers and the price received by producers. The results showed that CV Djion Puyuh used two marketing channels, both of which were categorized as efficient. This condition was reflected in a farmers' share exceeding 50%, reaching 93%. The R/C ratio was greater than one, indicating that revenue exceeded marketing costs. Retailers earned a profit of IDR 2,000 with marketing costs of IDR 12,000, resulting in a profit–cost ratio of 16%. These findings indicate that the existing marketing system was economically efficient.

Keywords: Quail Eggs, Marketing Channels, Marketing Efficiency, Farmers' Share, Profit-Cost Ratio

Abstrak: *Penelitian ini bertujuan menganalisis saluran pemasaran, efisiensi pemasaran, bagian yang diterima peternak, dan rasio keuntungan terhadap biaya pada pemasaran telur puyuh di CV Djion Puyuh, Kecamatan Somba Opu, Kabupaten Gowa. Penelitian menggunakan analisis kualitatif dan kuantitatif. Data dikumpulkan melalui wawancara langsung dengan produsen dan lembaga pemasaran yang terlibat dalam distribusi produk. Analisis saluran pemasaran digunakan untuk mengidentifikasi aliran produk dan lembaga yang berperan pada setiap saluran, sedangkan analisis fungsi pemasaran digunakan untuk mengkaji aktivitas pertukaran yang dilakukan oleh lembaga tersebut. Margin pemasaran dihitung sebagai selisih antara harga yang dibayarkan konsumen dan harga yang diterima produsen. Hasil penelitian menunjukkan bahwa CV Djion Puyuh menggunakan dua saluran pemasaran yang seluruhnya termasuk kategori efisien. Kondisi ini tercermin dari bagian peternak yang melebihi 50%, yaitu mencapai 93%. Nilai R/C lebih besar dari satu, yang menunjukkan bahwa penerimaan melebihi biaya pemasaran. Pengecer memperoleh keuntungan sebesar*

Rp2.000 dengan biaya pemasaran Rp12.000 sehingga menghasilkan rasio keuntungan terhadap biaya sebesar 16%. Temuan ini menunjukkan bahwa sistem pemasaran yang diterapkan telah efisien secara ekonomi pada lokasi penelitian tersebut.

Kata kunci: *Telur Puyuh, Saluran Pemasaran, Efisiensi Pemasaran, Bagian Peternak, Rasio Keuntungan Terhadap Biaya*

INTRODUCTION

Indonesia is one of the countries that makes sector farm as part important in economy national. The role of the sector This No only seen from his contribution to Product Gross Domestic Product (GDP), but also from his abilities in provide animal protein sources for community. Fulfillment animal protein requirements the play a role strategic in support the realization of a Safe, Nutritious, Balanced and Sustainable Food Pattern, as well as achievement Community Nutrition Hope Plan (RGH). Therefore that sector farm own vital role of both from side resilience food and as opportunity potential business for community (Ministry of Agriculture, 2022). One of the subsector a growing farm and has prospects Enough Good is farm poultry. Among various type poultry, birds quail (Coturnix coturnix japonica) is returned commodities is in demand by the public. This is caused by several superiority quail, including age relative production short, level productivity high egg count, as well as efficiency good maintenance. Quail start lay eggs at the age of around 40–45 days and capable production in a way continuous until more from One years, so that make it as one of the poultry producer potential eggs after chicken laying hens (Hidayat et al., 2021).

According to Sari et al. (2021), business cultivation bird quail is one of the activity farm featured Because capable produce valuable eggs and meat nutrition tall as well as potential as source food animal alternative. Eggs quail become choice public as animal protein sources besides egg chicken race and eggs free-range chickens that have more formerly known wide. Although Thus, the level marketing egg quail Still relatively low If compared to with egg chicken race, good from both volume and side market reach. Conditions This show that development business quail Still own great opportunity For improved, especially through repair system marketing (Putri et al., 2023). Ardhiana et al. (2023) stated that low Power competition something product farm often caused by the system marketing that has not been efficient. Efficiency marketing achieved if product can distributed from manufacturer to consumer with minimal cost without reduce quality products, as well as capable give fair profit for all over perpetrator marketing. System efficient marketing will create distribution proportional costs and benefits between producers, institutions marketing, and consumers (Yunita et al., 2024).

Activity marketing own role important in determine success something business farm. Farah and Syahmidarni (2025) stated that marketing is activity economy that aims distribute product from manufacturer to consumer end through various channel marketing. In marketing egg quail, there are a number of institution marketing involved so that influence formation price, cost marketing, and the profits received by each actor. Therefore that, analysis efficiency marketing become very important For know performance channel marketing that is formed. According to Fitri et al. (2024), efficiency marketing can analyzed through a number of indicators, including marketing margins, farmer's share, and ratio profit to cost marketing. Farmer's share shows percentage price received manufacturer compared to with price paid consumer end. The more big farmer's share value, then the more efficient system marketing the Because manufacturer get part higher price big. Based on description mentioned, it is necessary done study about efficiency system marketing egg bird quail, especially on CV Djion Quail in Somba Opu District, Regency Gowa. Research This expected can give description about channel marketing used, level efficiency system marketing, as well as the amount of farmer's share received manufacturer.

METHODS

Study This held in the month December 2022 to January 2023 at CV Djion Quail in Somba Opu District, Regency Gowa. The type of research used is study descriptive with approach qualitative and quantitative approaches qualitative used For describe channels and institutions marketing egg quail, while approach quantitative used For study efficiency system marketing through calculation of marketing margins, *farmer's share,* and ratios profit to cost marketing (R/C). Population study is all over the perpetrators involved in marketing egg quail at CV Djion Quail. Determination sample done use method *judgment sampling* with amount respondents as many as 30 people, producers, consisting of of 10 traders collectors, and 20 consumers. Identification institutions and channels marketing done with method *snowball sampling.*

Type of data used includes qualitative data in the form of information channels, functions, and roles institution marketing, as well as quantitative data in the form of price, cost marketing, sales volume, and profits. Data obtained from primary data through interview structured and observational, as well as secondary data from document companies, agencies related, and literature scientific. Data analysis was carried out in a way descriptive qualitative and quantitative, including analysis channels and functions marketing, marketing margin analysis (MP = Pr − Pf), analysis *farmer's share* (FS = Pf / Pr × 100%), as well as analysis ratio benefits and costs marketing (R/C). Efficiency system marketing assessed based on relative marketing margins low value *farmer's share* more than 50%, and the R/C ratio is more big from 1.

RESULT AND DISCUSSION

CV Djion Makassar Quail is business farm bird standing quail since 2002. This business initially developed in Lembang, Bandung, with population beginning around 200 heads and experienced improvement up to 8,000 head in 2006. In 2007, the effort This return developed with population beginning around 1,000 and continuing experience growth until reached 16,000 in 2010. In the month of December 2014, Mr. Widjiono open branch business in Makassar City located on Jalan Talasalapang, District Rappocini, with the name Djion Makassar Quail. Along with increasing population quail and development area around which is increasingly dense, location business moved to the Macanda region in February 2015. Activities CV Djion business Makassar Quail includes cultivation, maintenance, and post-harvest bird quail. Since 2015 to 2020, the population cattle Keep going experience improvement, with amount maintenance reach around 15,000 heads bird quail active and around 2,500 individuals allocated For activity hatchery. This business focused on production egg quail as commodities main and become one of the business units farm Quail that thrive in the Makassar area and its surroundings.

Channel Marketing

Channel marketing egg quail used by CV Djion Quail consists of on two patterns, namely marketing direct to consumers and marketing No direct through trader retailers. On the channel marketing No directly, eggs quail produced marketed through trader retailers located in traditional markets. Marketing process egg quail from CV Djion Quail until until to consumer end involving a number of institution marketing, namely CV Djion Quail as manufacturers, traders retailers and consumers end. Channel pattern marketing egg quail used by CV Djion Quail presented in Figure 1.

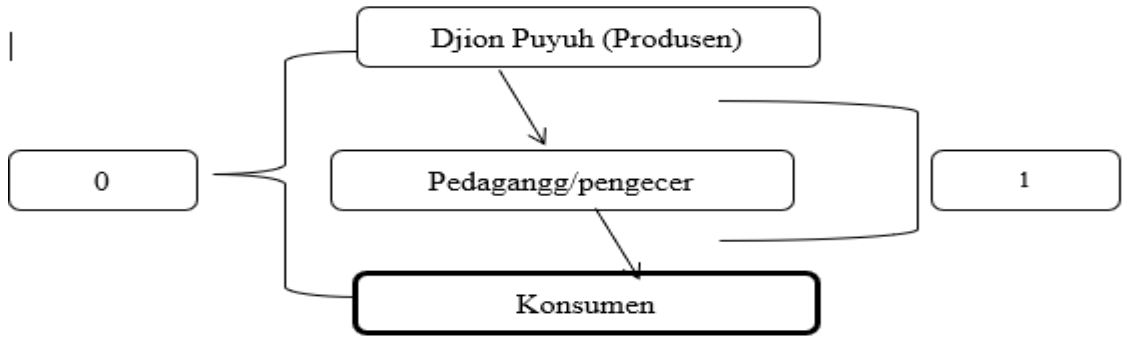

Figure 1. Channel CV Djion Marketing Quail.

Channel level First involving CV Djion Quail as producers who market egg quail to trader retailer. Selling price egg quail at the level manufacturer Rp. 27,000 per shelf. With cost production Rp. 14,400 per rack, CV Djion Quail get profit Rp. 12,600 per shelf. Channel level zero is channel marketing direct from manufacturer to consumer end without through intermediary. On the channel this, egg quail for sale with price Rp. 29,000 per shelf in accordance market price, so that manufacturer get profit Rp. 2,000 per shelf.

Marketing Margin.

Marketing Margin. Marketing margin is difference between costs paid by the shopper and costs recognized by the manufacturer. Advantages promotion egg quail from CV Djion Quail in all The channels displayed are presented in.

Table 1. Price margin egg CV Djion quail Quail.

Description Marketing	Price/Shelf	Price Margin
Manufacturer Selling Price	Rp. 27,000	Rp. 2,000
Trader Retail Selling Price	Rp. 29,000	

Looks that cost edges in offices show off including CV Djion quail and traders retail to buyer with mark show off Rp. 2,000.00/ rack superiority promotions received trader.

Table 2. Marketing margin egg quail on the channel CV Djion marketing Quail.

Marketing Institution (Producer)	Price (Rp/ rack)	Distribution (Rp/ rack)	Margin	Farmer's Share
Cost Production	Rp. 14,400	Rp. 12,600		93%
Selling price	Rp. 27,000			
Profit	Rp. 12,600			
Traders / retailers				
Purchase price	Rp. 27,000			
Cost Marketing	Rp. 12,000			
Selling price	Rp. 29,000			
Profit	Rp. 2,000			

Source : Primary Data After processed, 2023. Based on table 2. can seen that channel the show that happened in

CV Djion Quail involving a number of institution marketing in the distribution process egg quail, namely CV Djion Quail as manufacturers, traders retailers and consumers end. The marketing margin formed of Rp. 12,600 per shelf, while mark *farmer's* share obtained reached 93%. Based on mark said, the system marketing egg quail at CV Djion Quail can assessed efficient Because mark *farmer's* share obtained more from 50%. This is in line with Downey's (1992) opinion states that system marketing categorized efficient if mark *farmer's share* ≥ 40%, whereas mark *farmer's share* ≤ 40% indicates system marketing that is not efficient.

Price Share (*Farmer's Share*)

Farmer's share is percentage price received by producers compared to with price paid by consumers end in something system marketing. Analysis *farmer's share* done with compare price at level manufacturer with price at level consumer end For evaluate level efficiency marketing. The more big mark *farmer's share,* increasingly efficient system marketing that is formed. Calculation *farmer's share* done with share price received manufacturer with price paid consumer end, then multiplied by 100%.

$$\mathbf{SPf} = \frac{\mathbf{Rp.27.000}}{\mathbf{Rp.29.000}}\mathbf{x100}$$

SPf = 93.10%

Ratio Benefits and Costs R/C marketing

Candra et al (2012), wages expansive trade No Keep going continuously reflect level effectiveness high trade. In frame determine skills trade, can used testing R/C proportion. The R/C

proportion is abbreviation from Return Fetched Proportion, or known as proportion between income and expenses. A trading can stated achieved or Still in level effectiveness If mark R/C proportion is higher from one, namely in matter awards received The same with more stands out 56 than taken full, so that the more noticed price R/C proportion then the more also prominent level productivity something company.

$$\textbf{Rasio Keutungan/Biaya}(\%) = \frac{\textbf{Keuntungan } (\boldsymbol{\pi})}{\textbf{Biaya Pemasaran } (\textbf{Ci})}$$

Ratio R/C profit and cost (%) of traders / seller with 2,000 profit divided cost marketing 1,2000 x 100 is 16%

$$\frac{\mathbf{2.000}}{\mathbf{12.000}}\mathbf{x100 = 16\%}$$

Discussion

The results show that CV Djion Puyuh uses two quail egg marketing channels. The first is a direct channel from the producer to final consumers, while the second involves retailers as intermediaries between the producer and consumers. This structure indicates that the quail egg marketing system at CV Djion Puyuh is relatively short because it involves only one marketing intermediary. A shorter channel can accelerate product distribution, reduce the number of institutions sharing the consumer price, and help the producer maintain egg quality during the marketing process. These findings are consistent with Putri et al. (2023), who identified three quail egg marketing channels in traditional markets in Medan City. These channels consisted of direct marketing from producers to consumers, marketing through retailers, and marketing through collectors and retailers. Their study showed that the direct channel generated the lowest marketing margin and the highest farmer's share because it did not involve marketing intermediaries. The findings of the present study also support Rahayu and Lestari (2023), who found that shorter quail egg marketing channels in Boyolali Regency incurred lower marketing costs than channels involving more marketing institutions. However, their study identified four marketing channels, whereas CV Djion Puyuh uses only two. This difference indicates that the marketing network of CV Djion Puyuh is simpler and more concentrated.

In the direct marketing channel, CV Djion Puyuh sells quail eggs to final consumers at IDR 29,000 per tray. This channel gives the producer greater control over price determination, consumer communication, and product quality. Conceptually, the direct channel generates a farmer's share of 100% because the price received by the producer is equal to the price paid by the consumer. However, direct marketing also requires the producer to perform marketing functions independently, including packaging, storage, promotion, customer service, and product delivery. Therefore, the profitability of the direct channel depends not only on the selling price but also on the producer's ability to perform these marketing functions efficiently.

In the indirect channel, CV Djion Puyuh sells quail eggs to retailers at IDR 27,000 per tray, and the retailers then sell them to final consumers at IDR 29,000 per tray. This price difference creates a marketing margin of IDR 2,000 per tray. The margin represents the portion of the consumer price used to finance marketing activities and provide compensation to retailers. The relatively small margin indicates that the involvement of retailers does not cause a substantial increase in the consumer price. Retailers nevertheless perform an important function by bringing the product closer to consumers, expanding market coverage, maintaining availability in traditional markets, and reducing the marketing burden borne by the producer.

This finding supports Pargita et al. (2018), who examined egg marketing in Binjai City. Their study showed that channels involving only retailers had lower margins and higher farmer's shares than channels involving both wholesalers and retailers. Pargita et al. (2018) reported a farmer's share of 89.35% in the shorter marketing channel. The farmer's share of 93.10% obtained by CV Djion Puyuh is higher than that reported in their study. This difference indicates that the producer receives a relatively large proportion of the consumer price because the difference between the producer price and the consumer price is only IDR 2,000 per tray.

The farmer's share of 93.10% was calculated by comparing the price received by the producer, IDR 27,000 per tray, with the price paid by the final consumer, IDR 29,000 per tray.

This figure indicates that most of the consumer price is received by the producer. Based on the farmer's share indicator, the marketing channel involving retailers can be categorised as efficient because its value exceeds 50%. This finding is consistent with Putri et al. (2023), who reported farmer's share values ranging from 83.91% to 100% in quail egg marketing in Medan City. Their study also demonstrated that the farmer's share declined as the number of marketing institutions increased.

The relationship between marketing channel length, marketing margin, and the producer's share was also identified by Rahayu et al. (2021). Their study explained that the choice of marketing channel affects the proportion of the consumer price received by producers. Direct channels produce the highest farmer's share, whereas channels involving more intermediaries generate larger marketing margins. A similar pattern was found at CV Djion Puyuh. The direct channel conceptually provides the producer with 100% of the consumer price, while the retailer channel reduces the producer's share to 93.10%. Despite this reduction, the value remains high because only one intermediary is involved and the difference between the producer and consumer prices is relatively small.

The production cost of quail eggs was IDR 14,400 per tray, while the producer's selling price was IDR 27,000 per tray, resulting in a difference of IDR 12,600 per tray. This amount represents the difference between sales revenue and production costs at the producer level. If the producer sells directly to consumers at IDR 29,000 per tray and incurs the same production cost, the difference between revenue and production cost would mathematically amount to IDR 14,600 per tray. Therefore, the IDR 2,000 obtained in the direct channel should be interpreted as the additional price received by the producer compared with sales through retailers, rather than as the producer's total profit. A clear distinction between production profit, marketing margin, and the profit earned by each marketing institution is necessary to avoid inconsistent interpretations.

The research calculation records a retailer profit of IDR 2,000 and marketing costs of IDR 12,000, resulting in a profit-to-cost ratio of 16%. Mathematically, dividing IDR 2,000 by IDR 12,000 gives 0.167, or approximately 16.67%. This value indicates that every IDR 1 spent on marketing generates a profit of IDR 0.167, provided that the definitions of profit and marketing cost have been applied correctly. However, the purchase price of IDR 27,000 and the selling price of IDR 29,000 create a gross margin of only IDR 2,000. If the marketing cost is genuinely IDR 12,000 per tray, the retailer would incur a loss because the marketing cost exceeds the available margin. Therefore, the marketing cost and retailer profit figures should be verified before the ratio is used as the basis for evaluating efficiency.

This result differs from Pargita et al. (2018), who calculated the profit-to-cost ratio using the net profit earned by marketing institutions and the total marketing costs incurred. Their study obtained ratios greater than one in both egg marketing channels, indicating that each unit of marketing cost generated a greater amount of profit. In the present study, marketing efficiency is supported by the high farmer's share and the low marketing margin. However, the profit-to-cost ratio cannot yet strengthen this conclusion until the marketing cost and profit components have been confirmed.

Overall, the findings indicate that the marketing system of CV Djion Puyuh is relatively efficient when assessed through the channel structure, marketing margin, and farmer's share. The short marketing channel allows the producer to retain a large share of the consumer price, while consumers obtain the product with only a limited price increase. The presence of retailers remains beneficial because they expand market access and bring products closer to consumers without creating an excessive margin. These findings demonstrate that marketing efficiency does not necessarily require the elimination of intermediaries. Efficiency can be achieved when intermediaries perform distribution functions at reasonable costs without substantially reducing the producer's share.

From a practical perspective, CV Djion Puyuh should maintain a combination of direct marketing and retailer-based marketing. The direct channel can be used to serve consumers located near the farm, regular customers, restaurants, and buyers purchasing in large quantities. The retailer channel can be maintained to expand market coverage and ensure the availability of quail

eggs in traditional markets. The business should also record packaging, transportation, storage, product loss, labour, and selling costs separately for each marketing channel. Such records would help the business identify the channel that produces the highest net profit rather than merely the highest selling price.

From a managerial perspective, CV Djion Puyuh can strengthen direct marketing through digital ordering, delivery services, partnerships with food businesses, and regular customer schemes. The business should also maintain strong relationships with retailers by ensuring stable supply, consistent egg quality, and transparent pricing. At the policy level, local government can support quail farming businesses through marketing management training, partnerships with markets and food enterprises, access to price information, and improved business cost-recording systems. Such support may strengthen the producer's bargaining position and improve the efficiency of livestock product marketing.

This study focuses on one business unit and the marketing channels used by CV Djion Puyuh. Therefore, the findings provide an in-depth understanding of the marketing conditions at the research site, while their application to other quail farming businesses should consider differences in production scale, market area, distribution costs, and consumer characteristics. The analysis also uses price and cost data from a single period and therefore does not capture changes in margins caused by fluctuations in feed prices, egg production, consumer demand, and transportation costs. In addition, the study does not compare sales volume, product loss risk, marketing time, and net profit across the two channels. Future studies should involve several quail farming businesses, use data from multiple periods, and analyse the efficiency of each channel based on marketing margins, farmer's share, marketing costs, net profit, sales volume, and consumer preferences.

CONCLUSION

Based on results study about efficiency marketing egg quail at CV Djion Quail in Somba Opu District, Regency Gowa, can concluded that system marketing egg applied quail use One channel marketing main. Channel marketing the involving CV Djion Quail as manufacturers, traders retailers and consumers end. Analysis results show that system marketing egg quail at CV Djion Quail classified as efficient. This is indicated by the value *farmer's share* reached 93 %, namely more big of 50%, which indicates that manufacturer get part relative price large. In addition, the value ratio profit and cost (R/C) more from one, which shows that activity marketing give profitable and worthy in a way economy. The profits obtained trader retailer Rp. 2,000 per rack with ratio profit to cost marketing by 16%, which indicates that activity marketing walk in a way efficient.

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