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Characteristics of Farmers and Marketing Strategies of Citrus in West Miomaffo District

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ABSTRACT

The main obstacles in citrus fruit farming in West Miomaffo District are education, farmer experience, age, marketing aspects are factors in the problem of decreasing production and farmer income. The purpose of the study is a marketing strategy for citrus fruits through a characteristic approach of farmers. Data collection in the form of primary, secondary data and FGD methods. The analysis was carried out in a qualitative descriptive manner. The results showed (1) the characteristics of male farmers had a percentage of 56%, age 35%, family dependents 59%, elementary school education level of 60%, farming experience of 34%, and land area of 56%. (2) citrus fruit marketing strategies; 1) products consist of, product range, quality, and size; 2) price; price lists, discounts, payment periods and immediate terms; 3) promotions; sales promotion, public relations, and direct marketing; 4) premises; channels, coverage, location, and transportation. The conclusion of the research is that by increasing farmer education and expanding land area, it can improve quality, size, price, expand marketing channels and have a wider scope of marketing locations.

Keywords: Oranges, Characteristics, and Marketing Strategy

INTRODUCTION

North Central Timor Regency is one of the districts with good citrus fruit producers in East Nusa Tenggara Province. BPS TTU (2021) explained that the production of citrus fruits in North Central Timor Regency in 2019 reached 3,020.1 tons, and in 2020 it reached 2,7584.47 tons. Citrus fruits are potential commodities that have high economic value and can provide good income for the needs of farmer households. Nesi Bria *et al*., (2022) in their research explained that the income of citrus fruit farmers in Manusasi Village, West Miomaffo District, Regency privately amounted to Rp. 28,098,000 and earned a profit of Rp. 21,124,158. While social income amounted to Rp. 24,084,000 with a profit of Rp. 12,469,935.

The main obstacles in citrus farming in West Miomaffo District are the level of education, experience of farmers, age and marketing aspects. The characteristics of individual farmers are one of the factors in the problem of decreasing citrus fruit production. Manyamsari (2014), explained that the characteristics of farmers reflect behaviors that describe motivation, personal characteristics, self-concept, values, knowledge or expertise brought by a farmer who performs superior in farming. The success of farming depends on farmers as the main managers with different competencies

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Based on the description above, it is known that farmers in West Miomaffo District have poor farmer characteristics so they have not been able to market citrus fruits well, even though they have received assistance from agricultural extension workers. Therefore, the right strategy is needed so that farmers are able to overcome the problems faced and citrus fruits are able to compete on price in the global market. Marketing strategy is the most important part in facing market competition both in quality and price.

Marketing strategies are carried out through a characteristic approach of farmers. Sepriyanti Burano *et al*., (2019) in their research explained that the characteristics of farmers who have a productive age of 58%, namely 40-60 years old, 29% of farmers with low education levels are graduated from elementary school, 99% of farmers with a small land area of less than 1 Ha and 79% of farmers who have experienced more than 10 years.

Furthermore (Lapse *et al*., 2013) states that the marketing mix strategy is a device consisting of products, prices, promotions, and distribution. The marketing mix will determine the level of marketing success and all of it is shown to get the desired response from the target market. Khaddapi *et al.,* (2022) continued that the marketing mix strategy has a positive effect on the performance of MSMEs in Palopo City.

Research conducted by Hapsari *et al.,* (2019) emphasizes the characteristics of sweet potato business farmers. Furthermore, Marhawati (2019), explained in her article entitled "Analysis of the Characteristics and Income Level of Pamelo Orange Farming in Pangkep Regency". Then the characteristic research conducted by Sepriyanti Burano *et al.,* (2019) explained that the characteristics of farmers and agricultural competence show the performance and responsibility of farmers in running their farms better and more sustainably. The characteristics of farmers are naturally inherent in a person which includes age, level of education, land area, and experience owned for farming.

The four studies conducted above have not discussed strategies and only focus on the characteristics of farmers. While this research is focused on making marketing strategies based on the characteristics of farmers so that they are expected to have a significant influence on increasing sales. The purpose of this study is to find out; citrus fruit marketing strategies based on 4 marketing mixes, namely product, price, location, and promotion through a farmer characteristics approach, namely: number of farmers, age, education level, farmer experience, family dependents, and area of citrus fruit land in West Miomaffo District. While the marketing strategy of citrus fruits is based on four marketing mixes, namely product, price, location and promotion.

RESEARCH METHOD

This study is located in West Miomaffo District The reason the researchers chose the research location in West Miomaffo District is because West Miomaffo District is a district of citrus fruit production centers in North Central Timor Regency. Production of citrus fruits in West Miomaffo District in 2019 reached 2,226.9 tons, and in 2020 it was 2,113.7 tons.. The time for this research was conducted from May to June 2021.

The population of this study was 280 citrus fruit farmers in West Miomaffo District. The total population of the study was obtained from three villages which are citrus fruit production centers in West Miomaffo District, namely Manusasi, Saenam, and Sallu Villages. The research sampling method uses the census method so as to obtain a research sample of 280. Hanifah *et al.,* (2017) explained that the census method

is a way of sampling that makes all members of the population as samples.

The data collection of this study is in the form of primary and secondary data. The researchers' primary data was obtained from the results of surveys and interviews with farmers and agricultural extension workers in West Miomaffo District. Researchers also apply the FGD (*focus group discusion)* method to obtain clearer information from farmers. While secondary data researchers obtain from various sources such as journals, BPS, and books.

The analysis method used based on the research objectives is: Analysis of objectives 1 and 2 Researchers use qualitative descriptive analysis in quantitative to explain the results of the percentage of farmer characteristics based on the number of farmers, age of farmers, family dependents, education level, and farm experience. Furthermore, describe or describe citrus fruit marketing strategies based on four marketing mixes, namely product, price, promotion, and place.

RESULT AND DISCUSSION

Characteristics of Citrus Fruit Farmers

The characteristics of farmers are the identity of the patani itself in developing its business. Therefore, farmer characteristics such as the number of farmers, the age of farmers, the number of family supports, education level, farmer experience, and land area are the most important factors that a farmer needs to have in working his farm.

Asmarantaka (2017), stated that the characteristics of farmers are one of the important things because they will be directly related to agricultural activities in increasing their agricultural productivity. Then Hapsari *et al*., (2019) in their research explained that the characteristics of patani in sweet potato farming are on average 51 years old, the majority of farmers with low education levels (SD) and (SMA) with land ownership covering an area of 0.11-0.5 ha which is a hereditary inheritance.

Based on the table above, it is explained that the number of male orange fruit farmers is 39 people with a percentage of 56%, while for women there are 31 people with a percentage of 44%. Farmers in West Miomaffo District are farmers who are still classified as productive age where dominated by farmers aged 41-50 years as many as 97 people. Marhawati (2019), explained that farmers who are in productive age are generally more receptive to new information and innovations and faster to make decisions in determining the technology applied in their farming. Furthermore, Widyantara (2018), suggested that the age of stinging farmers affects labor productivity. The older the farmer, the lower the productivity.

The characteristics of farmers based on the number of family dependents in West Miomaffo District are dominated by dependents of 1-4 people with a total of 164 farmers with a percentage of 59%. While the number of dependents of families from 5 – 8 is 116 people with a percentage of 41%. This circumstance can explain that the number of dependents, both small and large, will be a priority. Marhawati (2019), in her research suggests that the number of family burdens will increase the motivation of farmers to try to increase income to support the family, because they are the backbone of the family for the dreams of children in the future.

The education level of farmers in West Miomaffo District is still low where it is dominated by elementary school education level as many as 168 people. The results showed that the number of farmers who did not attend school was 15 people with a percentage of 5%. Farmers with an elementary education rate numbered 168 people with a percentage of 60%. The junior high school level is 39

people with a percentage of 14%. The high school level is 46 people with a percentage of 16%. While those with undergraduate education are 12 people with a percentage rate of 4%. Research conducted by Susanti *et al*., (2016), states that the influence of education level is very positive which means that with a good level of education, the way farmers market their products will be better. Then Azhari *et al.,* (2021) also explained that the role of formal education has no effect in increasing agricultural interest. Meanwhile, informal environmental education has an influence in increasing agricultural interest.

Tabel 1
The characteristics of citrus fruit farmers in West Miomaffo District are based on the number of farmers, age, number of family dependents, education level, farming experience, and farmer land area.

No	Description	Number of People	Percentage (%)
1	Number of Farmers		
	a. Man	158	56%
	b. Woman	122	44%
2	Farmer Age		
	a. 30-40	46	16%
	b. 41-50	97	35%
	c. 51-60	71	25%
	d. 61-70	52	19%
	e. 71-85	14	5%
3	Number of Family Dependents		
	a. 1-4	164	59%
	b. 5-8	116	41%
4	Education Level		
	a. Not in School	15	5%
	b. SD	168	60%
	c. Junior High School	39	14%
	d. High School	46	16%
	e. Bachelor S1	12	4%
5	Farming Experience		
	a. 5-14	82	29%
	b. 15-30	94	34%
	c. 31-45	72	26%
	d. 46-55	23	8%
	e. 56-65	9	3%
6	Land		
	a. 5-800 acres	156	56%
	b. 1-5 ha	124	44%

Source: Data Processed 2021

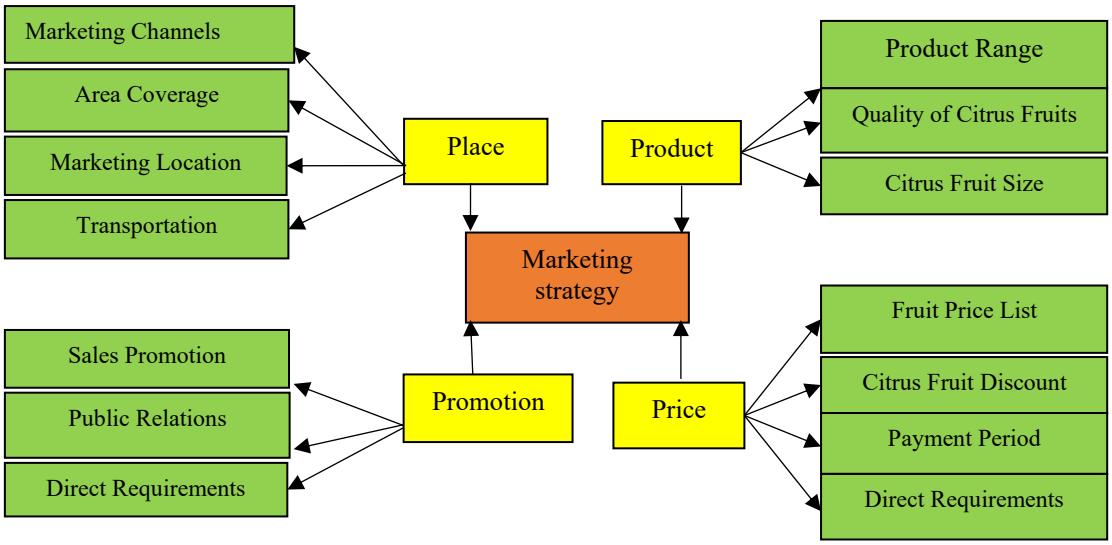
This study explains that the experience of farmers in West Miomaffo District is quite good. This is evidenced by the level of experience of farmers reaching 65 years and dominated by 5-45 years. The experience of citrus fruit farming is explained based on the description of table 6 that farmers who have farming experience ranging from 5-14 years are 82 people with a percentage

of 29%. 15-30 years of experience totaled 94 people with a percentage of 34%. Farming experience for 31–45 years amounted to 72 people with a percentage of 26%. Farming experience for 46 – 55 years amounted to 23 people with a percentage of 8%. Farming experience for 56 – 65 years amounted to 9 people with a percentage of 3%. Pattiselanno *et al.,* (2014), explained that good farmer farming experience is expected for future farmers to be able and independently able to maintain and increase their business scale in order to increase their income.

The characteristics of the land area used by the community in West Miomaffo District in cultivating citrus plants range from 5-800 acres as many as 156 people with a percentage of 56%, while people who have a land area of 1-5 ha are 124 people with a percentage of 44%. The area of land in the research area needs to be expanded because there is still a lot of land that has not been used for citrus cultivation. Therefore, the more land cultivated, the more citrus plants are planted. Pattiselanno *et al.,* (2014), in their research explained that land area is one of the main factors for farmers that affect production. In addition, the existence of land also affects the size of farmers' income.

Citrus Fruit Marketing Strategy in West Miomaffo District

Marketing strategy contains specific strategies for the target market, positioning, marketing mix and the amount of marketing spend. Marketing *mix is* a marketing strategy tool consisting of product, price, location, and promotion and its application requires a deep understanding of the company to combine these factors and maximize the success of marketing activities and companies continuously to achieve marketing goals in the target market (Kotler, 2016; Hintze, 2015). Then Suryati *et al.,* (2020) suggested that the marketing mix is a marketing strategy that is currently expanded to include products that are services and not just physical things.



Figur 1.
Citrus Fruit Marketing Strategy in West Miomaffo District

The results showed that based on 4 marketing mixes, researchers made a citrus fruit marketing strategy where it was known in the strategy; 1) products consist of, product range, quality, and size; 2) the price consists of; price lists, discounts, payment periods and immediate terms; 3) promotion consists of sales promotion , public relations, and direct marketing; 4) the premises consist of; channels, coverage, location, and transportation. The following is an explanation of the marketing strategy of citrus fruits in West Miomaffo District.

Product range

Product diversity is one of the strategies that can be done by farmers in marketing their agricultural products. Product diversity is also the most important part in answering consumer demand. Farming produced by farmers in West Miomaffo District, there are two business products marketed by sweet oranges and tangerines. The more types of products marketed will cause farmers' income to increase. Research conducted by Aprilianto Rinaldi *et al.,* (2019) states that by increasing production of farmers to meet consumer demand, the right strategy is needed.

Quality of Citrus Fruits

Product quality is the most important factor in increasing the sales volume of citrus fruits. The quality of citrus fruits produced by farmers in West Miomaffo District is quite good which is shown through taste, color, and texture. Nesi Bria *et al.,* (2022) also explained that as farmers or producers must be able to maintain the products produced. Therefore, to increase the sales volume of citrus fruits, farmers must maintain the quality of their products.

Citrus Fruit Size

Marketing citrus fruits in West Miomaffo District, farmers divide them into three categories ranging from medium, large and mixed sizes. This is done so that consumers can choose according to taste and the resulting products can be sold out. Different studies were conducted by M. Fatoni, (2013) that the uneven size and maturity of fruits can cause limited investment in commercial-scale fruit cultivation and its distribution is comprehensively limited to certain fruit products.

Price List

Farmers in West Miomaffo District in marketing their citrus fruits make separate price lists ranging from medium sizes ranging from Rp. 10,000, large Rp. 25,000, and mixed ranging from Rp. 20,000-25,000. Different selling prices are one of the supporting factors for citrus fruit farmers to get a large income and be able to compete at market prices. Probowati *et al.,* (2016) explained that the price factor is one of the considerations by producers and consumers. If producers place prices too high, causing citrus fruits not to be sold out, and vice versa, if the price of citrus fruits can be reached by consumers, then the product is sold out and able to daylight.

Citrus Fruit Discount

Discounts are one of the strategies that can be done by producers in marketing their business. Discount is a percentage of the original price of a product. Farmers in West Miomaffo District have indirectly provided discounts to consumers who buy citrus fruits in large quantities. This discount usually occurs when consumers directly buy on land with a wholesale system and also in local markets with the aim of attracting consumer attention. Dwi Hernawati (2019), explained that manufacturers who impose discounts are one of the sales strategies for consumers in making decisions on products offered where the purchase decision is the end of marketing.

Payment Period

The payment period intended in this study is the payment period that has been agreed upon by producers and consumers. Farmers in West Miomaffo District make deals with consumers who want to buy citrus fruits in wholesale systems both trees, doses, and sahara. This payment period will occur when the consumer waits for the citrus fruit to ripen on the tree or the producer delivers the citrus fruit to the consumer's place. This is one of the individual sales strategies. Kotler & Armstrong (2012) stated that sales by enforcing payment periods aim to make sales and build relationships between customers to the products traded.

Direct Requirements

The direct requirement in this study where citrus fruit farmers and consumers make a deal "there is money there is goods" this term is used as one of the conditions by farmers in West Miomaffo District in marketing citrus fruits. Research conducted by Dwi Hernawati (2019), suggests that the implementation of the direct requirements strategy is a change in the purchase decision of demand for products offered based on several indicators, namely the maturity of a product, habits in buying products, and being able to make repeat purchases.

Citrus Fruit Marketing Channels

The citrus fruit marketing system carried out by farmers in West Miomaffo District is a wholesale system, and directly where consumers directly buy citrus fruits at the farmer's home or land. The marketing system is carried out in several crowd places such as people's markets. Marketing channels for citrus fruits are carried out from producers to consumers. Ziaulhaq (2022) explained that the marketing channel is a channel through which the flow of goods from producers to intermediaries and finally to consumers.

Area Coverage

Area coverage is the area where citrus fruits are sold. The scope of citrus fruit marketing areas in West Miomaffo District is quite wide in addition to North Central Timor Regency where there are farmers who market their business products to neighboring districts such as South Central Timor Regency and Belu Regency. The wider the marketing area will cause the marketed products to be more known, increasing the income of farmers and citrus fruits in West Miomaffo District to be able to compete with similar products. Purnama &; Ilmi (2019) stated that expanding the coverage area is a marketing strategy that can increase demand and allow producers to obtain more profits.

Marketing Location

The marketing location is the place where various agricultural products are sold. Marketing location can be interpreted as a home for farmers in trading their products. The location of citrus fruit marketing in West Miomaffo District is usually carried out directly on land, houses, people's markets such as the new and old markets of Kefamenanu City and the new market of Atambua. In addition, weekly markets are also the location of citrus fruit marketing, namely eban market, maubesi market and Soe market. Rahayuningsih *et al.,* (2013) explained that having a strategic location is one of the strength factors for producers in marketing their products.

Sales Promotion

Promoting is one of the strategies carried out by sellers so that the products marketed can be sold. In addition, doing promotions correctly and appropriately will help the product become more widely known. The promotion carried out by farmers in West Miomaffo District is through word of mouth. Febryan (2010), explained that the more industries that

form a word-of-mouth promotion sales network, the greater the chance of success in selling. Then Pratama (2019), also explained that promotional strategy is a way to make people or consumers have an interest in buying the products offered.

Public Relations

Public relations referred to in this study are interactions between fellow producers and consumers. A good relationship with the community will affect the sales volume. The results showed that citrus fruit farmers in West Miomaffo District have a good relationship starting from producers to consumers. This is intended by producers who usually direct consumers to buy citrus fruits at other farmers if their supplies run out or lacking. Widyantara (2016),, suggests that the volume of sales and receipts received by each producer depends on the response or relationship between producers and consumers to the price offered.

Direct Marketing

Direct marketing is a strategy that requires sufficient energy and costs. This is because farmers naturally look for consumers directly such as entering per house or choosing to go to public places. The results obtained by researchers in the field explain that citrus fruit farmers sometimes do direct marketing when they really need money. One of his goals is to pay for his children to go to school and household needs. (Ziaulhaq 2022),, explained that marketing carried out directly can provide satisfaction to consumers if they want to get good responses from consumers.

CONCLUSION

Based on the results of the study, it can be concluded that with increasing farmer education and expanding land area, it can improve quality, size, price, expand marketing channels and have a wider scope of marketing locations. Therefore, the local government is expected to pay attention to farmers who have low levels of education, have a small land area and provide more intensive training to farmers to be able to market their agricultural products well.

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