
THE REASONS OF FARMERS MARKETING AND THE MOTIVATION OF FARMERS TO MAINTAIN BALI COWARDS IN THE COVID-19 ERA

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ABSTRACT

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Covid-19 has damaged the world economy, including the economy of farmers. So that farmers survive the waves of Covid-19, many farmers sell cattle. The habit of farmers who sell their feeder livestock when they need large funds, so the price of feeder cattle sold is relatively cheap, because it determines the price is in an intermediary trader (blantik). The purpose of this study is to determine the causes of breeders who sell their feeder cattle and to analyze the marketing channel of feeders. This research is exploratory research through qualitative and quantitative combinations and combinations. This study was conducted on feeder cattle breeders who had sold their feeder cattle in Sembung Village, Mengwi, Badung. The study location was chosen intentionally (purposive sampling). The research instrument or measurement instrument used as an interview guide to help get answers from respondents is a structured and closed questionnaire that is equipped with open questions. The conclusion of this study is the tendency of farmers to sell their feeder cattle because of the need for school fees for children 30%, traditional ceremonial fees (marriage, odalan, dental slaughtering) 13.75%. Home repair costs 12.50%, medical costs 15% and daily consumption costs 28.75%. . . Meanwhile: Farmers' motivation to increase cattle is for family savings by 41.25%, the use of agricultural waste is 22.50%, utilizing 23.75% from leisure time and increasing family income by 12.50% by increasing income that leads to welfare family.

INTRODUCTION

Bali is one of the centers for Bali cattle breeding. Bali cattle are native Indonesian cattle. Cows as a source of meat and seeds. A more efficient Bali feeder cattle marketing system will be able to provide higher prices for farmers (Hadini, Abadi, & Anggoro, 2022). Thus, a more efficient marketing system must absolutely be considered, so that cattle farms are able to provide additional higher income for farmers. This increase in income will encourage them to raise more cattle. In addition, it will encourage farmers to carry out maintenance in a better way so as to improve the quality of the cattle produced. This will indirectly increase the cattle population in Bali as desired by the government.

The COVID-19 situation that has hit the world, including the livestock sector, has resulted in many breeders having to sell their favorite livestock to meet their daily needs and to survive in a healthy way without being exposed to Covid and children's education continues through during so that they need tools in the form of laptops and quotas. so that many farmers sell their livestock and only farmers can survive through the sale of their livestock (Astiti & Azizah, 2019).

Facts on the ground show that the income earned by farmers is still far from expectations. The price received by farmers is still relatively very low, so the farmer's share is also low. According to research results (Amato et al., nd) , farmers only receive a share of about 63-69% of the price at the end consumer. If we look at the benefits, cattle farming does

not provide a decent profit if we take into account all the sacrifices incurred (Novra, 2022). The results of the financial analysis on the fattening cattle business that was carried out showed that the cattle in Bali did not provide them with a decent profit, but rather a loss, if all the sacrifices of farmers in production were calculated with money (including the cost of seeds, forage feed, concentrate feed, medicines, labor). employment, land rent, and depreciation).

Such business conditions lead to a weak bargaining position of farmers in the Bali cattle marketing system and are often exploited by cattle traders / dealers / middlemen (Ramadhan, Suryawan, & Sukana, 2022). In an effort to increase the income of livestock farmers, an effective way is needed to improve the marketing system; One of the efforts to improve the Bali cattle marketing system is to change the farmer-livestock mindset. Keeping Bali cattle is not only a savings, but more as a business with a steady income every month. To further strengthen their bargaining position, livestock-farmers must be included in an institution that coordinates livestock-farmers as an upstream power, especially in competition with organizations of cattle buyers/traders (Meshack, 2015). The selling price of Bali cattle, by livestock farmers, needs to be increased by cutting the Bali cattle trade system so that marketing cost efficiency can be achieved. Based on the problems above, it is necessary to do research

The purpose of this study was to find out the reasons why farmers sell Balinese feeder cattle and find out the motivation of farmers to keep Bali feeder cattle.

METHOD RESEARCH

This research is an exploratory research through a survey which is designed as an explanatory research design because it intends to explain the relationship between the independent variable and the dependent variable (Astuti & Azizah, 2019). This research is a combination of qualitative and quantitative with the main approach used in problem solving in this study is a quantitative approach, the quantitative approach is a systems approach (system approach), which in this approach is in accordance with reality (real system),

This research was conducted on farmers who have sold their feeder cattle in Sembung Village, Mengwi Badung, Bali. The research location was chosen intentionally (purposive sampling). This research was carried out from March to August 2021.

The types of data used in this study can be divided into two, Qualitative Data: This data includes ideas, views, and problems faced by Balinese cattle breeders in Bali in terms of marketing, as well as views and ideas from cattle traders, belantik and the government (Department of Agriculture and Food Crops Province of Bali). Quantitative Data: This data is in the form of reasons farmers sell their feeder cattle and the motivation of farmers to market and maintain bali feeder cattle (Astuti, Rukmini, Rejeki, & Balia, 2019).

Sources of data used in this study can be divided into three, namely: primary data used in this study obtained directly at the research site by interview methods on bali cattle farms, experts, and the government and Bali cattle marketing actors (Astuti, Suparta, Lanang Oka, & Antara, 2016). The secondary data used in this study was sourced from recording data, costs and production of Bali cattle in Bali. Primary data were obtained from direct observation of activities and conducting interviews with farmers using an instrument in the form of a questionnaire or a list of questions that were prepared beforehand in accordance with the research objectives.

RESULTS AND DISCUSSION

1. Reasons for farmers to market cows

The main reason for farmers to market their cows is because of the need for funds. The need for living costs is increasing day by day, including: school fees for children, especially equipment to take lessons online and the purchase of Kouta (Sutawi, 2022). Other money costs include the cost of the ceremony, the cost of repairing the house and the cost of daily consumption. Covid-19 has changed people's lifestyles, to survive only the agricultural sector is able to support the lives of farmers which causes respondents to sell their cows (Astiti, n.d.). Of the 80 respondents interviewed, 30% stated that the respondent's motive for selling cows was because the children's school fees needed, especially the purchase of laptops and wifi installation as well as the purchase of quotas in order to continue the learning process, even though the 9-year compulsory school fees had been waived by the government, but because at that time Research in 2021, we are being hit by the Covid-19 outbreak so that many employees are laid off, especially hotel employees, restaurants where we know Bali lives from the tourism sector. Covid-19 has resulted in many farmers selling their livestock (Arumsari & Yosintha, 2021).

The main reason respondents sell cows is dominated by school fees of 30%. This is because of the awareness of the respondents to send their children to a higher level of education and during covid-19 the children need equipment such as laptops, wifi and quotas so that the sons and daughters of farmers can take part in learning through During (Mafimisebi, Bobola, & Mafimisebi, 2013). The second reason is because the need for daily consumption costs is 28.75%, the high percentage of farmers' daily needs as a result of many farmer families being laid off from their jobs without severance pay so many families return to their hometowns and sell valuable assets such as cattle in order to survive. in the Covid-19 Era. Human life requires money, as long as there is no income or livelihood that can sustain human life, then humans will sell all their assets to survive (Astiti, 2021).

The third motivation that encourages farmers to sell their livestock is the cost of medical treatment from the farmer's family by 15%. This is because in the era of covid-19 all farmers want to live healthy and avoid Covid-19 so that farmers provide funds to buy vitamins, masks, soap and others to avoid covid-19 (Bhat, Gull, & Jeelani, 2020). resulting in costs for traditional ceremonies such as (marrying children, piodalan, holiday celebrations and otonan grandchildren) as much as 13.75%. Traditional ceremonies in Bali are very often carried out including celebrations for Galungan, Kuningan, Piodalan at environmental temples such as Puseh Temple, Desa Temple and Dalem Temple, Saka New Year celebrations (nyepi), weddings and others, despite the Covid-19 atmosphere of this ceremony. continue to take place by implementing Health protocols such as providing a place for washing hands at the ceremony venue, using masks and providing distance when sitting at the event venue (Arniati, Wahyuni, & Yudari, 2021). All traditional ceremonies in Bali cost a lot of money so that cows that should still be able to be reared so that they are more mature and cost more, have to be sold to get the funds needed. Traditional ceremonies in Bali require high costs, to support the financing, farmers usually sell their livestock, the cattle that are most often used as savings which can be sold at any time are cows.

The other motive for marketing cows is because of the need for 12.50% house repair costs and 15% for medical expenses. Breeders realize how important it is to maintain health in this covid-19 era, no matter how rich and smart humans are but when sick, all wealth and intelligence cannot be used and enjoyed, this awareness makes the need for medical expenses puts in third place in table 1 (Walker, 2022).

Table 1. Reasons for Breeders to Market Beef Cattle in the Covid-19 Era

No.	Reasons to Market Cow because of necessity	Amount	Percent
		(person)	(%)
1	School fees	24	30.00
2	Traditional Ceremony Fee	11	13.75
3	Home Improvement Cost	10	12.50
4	Cost of treatment	12	15.00
5	Daily Consumption Cost	23	28.75
TOTAL		80	100

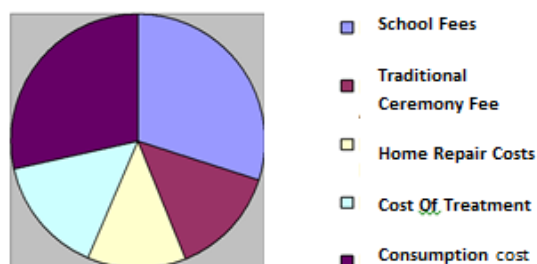


Figure 1.
Reasons for Breeders to Market Beef Cattle in the Covid-19 Era
Source: Results of the 2021 questionnaire analysis.

Farmers must be healthy to survive, if farmers are not healthy of course who will feed their livestock and livestock is very dependent on farmers because the livestock rearing system in the current era is intensive, which means that all livestock needs such as feed and drinking water are always available (Arifin, 2010). nd

2. Breeders' motivation to raise Bali cattle

Feeder cattle are bulls that are kept to be fattened and can be sold at any time (Muhtar, Junaedi, & Hastuti, 2022). Cattle rearing is very simple and cows are able to turn grass into meat. Bali cattle farming has an important role in achieving the Beef Self-Sufficiency Program. The main focus in a livestock business is the level of profit. The level of profit obtained by farmers, greatly determines the development of livestock and the efficiency of the livestock business, the greater the profit obtained, the lower the efficiency rate (Abidin, 2022). Livestock business is a potential that can be developed in rural areas because it is able to provide additional income for farmers and absorb labor. People's livestock plays a major

role in the development of the livestock sub-sector because this business is the largest portion of all national livestock businesses. The increase in livestock production is aimed at meeting the food needs of the community and at the same time increasing the income of farmers and their families (Paramesh et al., 2022).

Some of the motivations of farmers in raising Bali feeder cattle include: as family savings 41.25%, utilization of agricultural waste 22.50%, utilizing 23.75% free time and increasing family income by 12.50% by increasing family income which leads to family welfare, Table 2.

Table 2. Motivation for Breeders to keep Cattle in the Covid-19 era
Motivation to raise cows

No.	will	Amount (person)	Percent (%)
1	Family Savings	33	41.25
2	Utilization of Agricultural Waste	18	22.50
3	Take advantage of free time	19	23.75
4	Increase Family Income	10	12.50
TOTAL		80	100

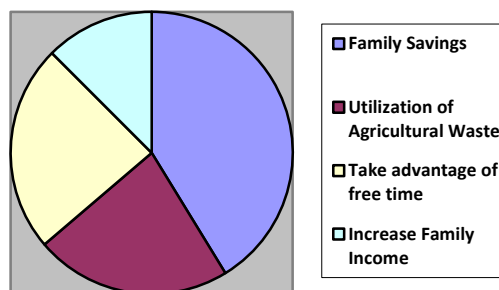


Figure 2.
Motivation for Breeders to keep Cattle in the Covid-19 era
Source: Results of the 2021 questionnaire analysis

The high motivation of breeders in raising Bali feeder cattle is because there is a desire to have family savings which at any time or when high costs are needed, Bali feeder cattle are easily sold either through belantik (traders who come to the farmer's cage) or farmers bring their livestock directly to the nearest animal market. In addition to that, raising Bali cattle is very easy and does not require high costs in its maintenance, it is enough to have enough energy to mow the grass (Rasa, 2019). Bali cattle are like a meat factory capable of turning grass into meat. Bali cattle are also rarely affected by disease, so the losses in raising cattle are very small.

CONCLUSION

The conclusions obtained from this research are, the tendency of breeders to sell their feeder cows is due to the need for 30% of their children's school fees, the cost of traditional ceremonies (wedding, odalan, tooth cutting) 13.75%. house repair costs 12.50%, medical expenses 15% and daily consumption costs 28.75%. The motivation of farmers to raise Bali feeder cattle is as a family savings of 41.25%, utilization of agricultural waste 22.50%, utilizing 23.75% of free time and increasing family income by 12.50% by increasing income which leads to family welfare.

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