

Orientation Of Rural Farmers' Behavior In The Marketing Distribution Of Wet Cocoa Beans In Pinrang Regency, South Sulawesi

Nur Faizah J¹, Irmayani², Irninthy Nanda Pratami Irwan³

¹Mahasiswa Program Studi Agribisnis, Program Studi Agribisnis, Fakultas Pertanian, Peternakan dan Perikanan, Universitas Muhammadiyah Parepare, Parepare, Makassar, Sulawesi Selatan, Indonesia,

²Program Studi Agribisnis, Program Studi Agribisnis, Fakultas Pertanian, Peternakan dan Perikanan, Universitas Muhammadiyah Parepare, Parepare, Makassar, Sulawesi Selatan, Indonesia,

³Program Studi Agribisnis, Program Studi Agribisnis, Fakultas Pertanian, Peternakan dan Perikanan, Universitas Muhammadiyah Parepare, Parepare, Makassar, Sulawesi Selatan, Indonesia,

Email:faizah00003@gmail.com,irmaumpar@yahoo.co.id
nandafapetrik2021@gmail.com

Abstract

Cocoa is one of the leading commodities that plays an important role in the Indonesian economy, especially in the agribusiness and agro-industry sectors. South Sulawesi, as one of the main producers of cocoa beans in Indonesia, is facing changes in the marketing pattern of cocoa beans, especially in Pinrang Regency. This study aims to analyze the factors that affect farmers' decisions in the marketing of wet cocoa beans, the steps taken in its distribution, and the obstacles faced by farmers in Tapporang Village, Batulappa District. This study uses a descriptive qualitative approach with data collection techniques through observation, in-depth interviews, and documentation. The research informants consisted of farmer group leaders, village heads, middlemen, and agricultural extension workers. The results of the study show that the change in marketing patterns from dried cocoa beans to wet cocoa beans is influenced by weather factors, market access, and economic benefits. Farmers face obstacles in the form of price

504

IJEBIR, Volume 04 Issue 02, 2025



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

fluctuations, dependence on middlemen, and limited processing facilities. Strategies implemented by farmers in dealing with these obstacles include increasing access to market information and collaboration with stakeholders. This study provides insights for policymakers in designing interventions that support cocoa marketing stability in rural areas.

Keywords: Farmer Behavior, Marketing Distribution, Wet Cocoa Beans

INTRODUCTION

Cocoa is one of the leading commodities and plantation strategies that play an important role in the Indonesian economy, namely as a source of state foreign exchange, a source of income for farmers, and job creation. Encouraging domestic Agribusiness and Agroindustry, environmental preservation and regional development. Indonesian cocoa fat has a different character from African countries, namely low content of Free Fatty Acid (FFA) and high melting point so that it is needed by other countries, especially for the cosmetics and pharmaceutical industries (Agriculture, 2019). South Sulawesi ranks third largest cocoa producer in Indonesia, with 107,100 tons (Statistics, 2021). This makes South Sulawesi a province that has potential and supports the achievement of cocoa farming development. One of the areas that has the potential to increase cocoa production is seen from the availability of land, namely Pinrang Regency. The following is presented about the potential and productivity of cocoa plants in Pinrang Regency, showing the development of cocoa commodities in Pinrang Regency. The area from 2018 to 2022 tends to decrease with an average of 19,330.4 ha, cocoa production tends to decrease with an average of 10,060.8 tons, and productivity also tends to decrease with an average of 0.514 tons/ha (Wilda, 2024).

Pinrang Regency as one of the cocoa-producing areas of South Sulawesi with the majority of residents being farmers. One of the agricultural products in the area is cocoa. Tapporang Village is a cocoa plant development village because the majority of the population is engaged in cocoa farming. One form of commodity marketed is wet cocoa beans, which are generally harvested and sold by farmers to various parties, be it local traders, collectors, or cocoa processing companies. However, in practice, the marketing carried out by farmers in recent years is to sell dried cocoa beans. But in the end, some farmers switched to marketing wet cocoa beans in the early days of this year. The change in the decision of farmers is a question about what factors affect the decision of farmers in switching to the marketing of dry cocoa beans to the marketing of wet cocoa beans, as

505

IJEBIR, Volume 04 Issue 02, 2025



Copyright at authors some right reserved this work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

well as the steps and obstacles faced by farmers in the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency. Therefore, it is important to study more deeply the changes in farmers' mindsets and behaviors in the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency. Therefore, I am interested in raising the title of the research "Orientation of Rural Farmers' Behavior in the Marketing Distribution of Wet Cocoa Beans in Tapporang Village, Batulappa District, Pinrang Regency. The formulation of the problem in this study is: What are the factors that affect farmers' behavior in decision-making regarding the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency?, What are the steps taken by rural farmers in the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency?, and What are the obstacles faced by rural farmers in the marketing of wet cocoa beans, and how do they overcome it?. The purpose of this study is to find out the factors that affect farmers' behavior in decision-making regarding the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency. To identify the steps taken by farmers in the marketing of wet cocoa beans in Tapporang Village, Batulappa District, Pinrang Regency. To analyze the obstacles faced by farmers in the marketing of wet cocoa beans and how farmers overcome them in Tapporang Village, Batulappa District, Pinrang Regency.

METHOD

This research was carried out in Tapporang Village, Batulappa District, Pinrang Regency. This research will be carried out in December-January 2025. The research method used is qualitative with a descriptive approach. Qualitative research is a research approach that prioritizes the process of understanding and interpreting the meaning of phenomena in the field such as behavior, perception, and actions experienced by the research subject in the form of words and language. Field research is research that studies intensively the background of existing circumstances, as well as the environmental interactions of certain social units that are as they are. One of the main characteristics of field research is that the researcher is directly involved in the situation being studied (Denzin & Lincoln, 2020). Meanwhile, a descriptive approach is a research that is used to describe a group of people, an object, a condition, or a phenomenon, a phenomenon that is occurring (Prastowo, 2020).

The data used in this study are primary data and secondary data. Primary data obtained from the field obtained directly from informants or objects researched through direct observation to the field (*field research*) and the results of in-depth interviews. As for

506



secondary data as a support, namely data obtained from library research (*library research*) in the form of books (*literature*), articles, and reports of research results that have been carried out by previous research. The sampling technique in this study is a saturation sampling technique. Saturated sampling is a sampling technique in which the study stops collecting data when no new information emerges from the respondents. According to Guest, Namey, dan McKenna, (2020), a saturated sample is reached when researchers begin to feel that interviews or other data collection no longer produce new information or relevance to the research question. In this study, there were six respondents consisting of Farmer Group Chairmen from three hamlets, Village Heads, Middlemen, and Extension Workers.

The techniques used in data collection are as follows: Observation, namely This technique is carried out directly or indirectly. Directly in the field by utilizing the five senses which include sight and hearing to get information. Indirectly by utilizing visual media as a source of information and in-depth interviews: using unstructured interviews, unstructured interviews are interviews that are conducted freely, i.e. researchers do not use systematic guidelines in interviews during data collection. In this study, the determination of informants was selected through the purposive technique, namely by determining who should be used as an informant who is considered and knows the object being researched (Salmaa, 2021). In this interview stage, the selected informants are the Chairman of Farmer Groups from 3 Hamlets, Village Heads, Middlemen and Extension Workers as actors in the distribution of wet cocoa bean marketing in Tapporang Village, including the following: 1). Informants from the heads of farmer groups for 3 hamlets, namely Bila I Hamlet, Bila II Hamlet, and Kampung Baru. The determination of the informant was considered on the basis of the assumption that the informant knew the cocoa marketing system by wet weighing in the 3 hamlets and other problems. 2). The informant from the Village Head, namely Mr. Ibrahim. The village head has in-depth knowledge of local social, economic, and policy conditions. They also have a role as a liaison between farmers and external parties, as well as an understanding of community traditions and habits that affect farmers' behavior in cocoa marketing. Village heads can provide comprehensive insights into the factors that affect the distribution of wet cocoa beans at the village level. 3). Informants from Middlemen. Middlemen are often directly involved in the cocoa bean marketing process, both as intermediaries between farmers and markets. They have an understanding of price dynamics, distribution patterns, and challenges faced by farmers in selling cocoa beans. Information from middlemen can provide perspective on market behavior and economic decisions that influence farmers



in choosing distribution channels. Informants from Extension Officers. Extension workers are key informants in this study, they have in-depth knowledge of local agricultural and marketing conditions, as well as direct relationships with farmers. Extension workers often interact with farmers, understand their challenges and habits, and have access to information related to policies or markets. Farmers' trust in extension workers also makes them a credible and relevant source of information to explore the marketing behavior of wet cocoa beans.

Based on the data obtained from the informants above, the considerations in determining the informants above are taken from the focus of this research, namely the heads of farmer groups and middlemen who are directly involved in the marketing of wet cocoa beans. Other factors such as the type of farmer group leaders and middlemen are used as differentiators for comparison in the data presentation process. Meanwhile, the informant for extension workers is the supporting informant in this study. And for the village head informant as an involvement in price monitoring and the interconnectedness of problems that exist in farmers. The number of informants in this study is six people, this number may change depending on the level of saturation of the data that has been taken. Documentation of the data search stage regarding matters or variables in the form of notes, transcripts, books, and so on (Siyoto & Sodik, 2015). During the research process, the researcher tried to document the data obtained in the form of pictures, notes of various observation results, interviews, and various activities carried out by farmers.

In this study, the researcher used inductive data analysis. Inductive data analysis is a data analysis approach that goes from facts to theories. Inductive data analysis aims to avoid manipulation of research data. So researchers need to go directly into the field to get valid data (Pakpahan & et al., 2022). The researcher used data triangulation on the validity of the data to ensure the validity of the findings. Data triangulation is a technique for checking the validity of data to improve the degree (credibility or validity) and constancy of data, and is also useful as a tool for data analysis in the field (Utami, 2024). Using the triangulation method, data collected through interviews, observations, and documentation are compared and analyzed to identify consistent patterns. Triangulation was carried out by comparing the results of the interviews with field observations to verify the suitability of the data, while documentation analysis was used to enrich and confirm the findings. According to Utami, (2024) that if there are three or more informants and say the same thing, the level of truth will be more significant and more accountable.



RESULTS AND DISCUSSION

Factors Influencing Farmers' Behavior

In this study, farmers' behavior in the marketing distribution of wet cocoa beans in Tapporang Village is influenced by several main factors. These factors are interrelated and have a significant impact on the decision-making process of farmers in selling their cocoa crops, including:

1) Weather Influence

Unpredictable weather can affect the drying process of cocoa beans, so farmers tend to choose to sell beans in wet conditions to avoid the risk of quality degradation due to an unoptimal drying process. According to Experiments (2019), the price difference between wet and dried cocoa beans is quite significant, but farmers often choose to sell wet beans due to limited drying facilities and unfavorable weather conditions. Weather is one of the factors that affect the change in farmers' behavior in Tapporang Village. Where in the rainy season, farmers often experience difficulties in drying cocoa beans. High humidity causes cocoa beans to rot easily if they are not marketed immediately. Therefore, many farmers choose to sell cocoa beans in wet conditions directly to middlemen to avoid damage. This decision was taken even though the price of wet cocoa beans is lower than dry cocoa beans.

2) Environmental Influence

Farmers' behavior in selling wet cocoa beans is influenced by various environmental factors, including the influence of neighbors or the surrounding community. According to research conducted in Banjaroya Village, many farmers choose to sell cocoa beans in wet form even though the price of dried cocoa beans is higher. This is due to several factors, such as limited time and knowledge in the fermentation process, as well as the influence of the habits of other farmers in the vicinity who also sell wet cocoa beans (Experiments, 2019).

This habit is reinforced by social norms, where farmers tend to follow what neighbors or farmer groups around them do. The decision to sell cocoa beans in wet conditions is considered a "natural" move and has become part of a widely accepted distribution pattern. As a result, the environment that tends to focus on the marketing of wet cocoa beans also affects the low awareness of farmers about the value-added opportunities from dried cocoa beans. Farmers are more motivated to earn money quickly than to process cocoa beans into products with higher selling value, because most of the people around them do the same.



3) Busy

According to Experiments (2019), technical motivation is one of the main reasons why farmers sell cocoa beans in wet form. The fermentation process requires additional time and effort, while many farmers do not have these resources due to the busyness of other activities. In addition, the lack of labor in the family and the absence of adequate equipment are also factors supporting the decision. Most of the farmers in Tapporang Village have a large amount of agricultural land and depend on agriculture as their main source of livelihood. In addition to cocoa, they also manage other crops or raise livestock and some of them are civil servants or private workers, so the time available to handle cocoa crops optimally is very limited. As a result, farmers prefer to sell cocoa beans in wet conditions directly to middlemen so that they can immediately return to other activities.

The busyness of farmers is also often exacerbated by the limitation of labor at the household level. Many farmers work independently or only with the help of family members, so the harvesting and distribution process must be carried out quickly so as not to interfere with other agricultural activities. In this study, it was found that some farmers were even forced to speed up the time of cocoa bean sales to avoid piling up work.

4) Urgent economic factors

According to Murdock and Pratt (2021), The economic decisions of cocoa farmer households are also influenced by internal and external factors, such as output prices, technology, and social structures. The amount of income earned by households greatly affects the amount and pattern of household consumption. The decisions taken include cocoa production, work time allocation, income, and expenses. In this context, urgent economic needs can encourage farmers to sell cocoa beans in wet form to meet their household consumption needs.

Farmers often face urgent financial needs, such as paying debts, children's education costs, daily household needs, or other operational costs for agriculture. In this situation, selling cocoa beans in wet conditions becomes the most practical solution because they can receive cash directly from the middleman. Besides that, many farmers in Tapporang Village do not have enough savings to postpone the sale of crops. This condition causes them to tend to sell cocoa beans immediately after harvest without thinking about the drying process which takes longer. This is done to address urgent economic needs.



Steps In Marketing Wet Cocoa Beans

The marketing process of wet cocoa beans in Tapporang Village involves a number of important steps taken by farmers to distribute their crops to middlemen. These steps include: a). Taking Cocoa Bean Storage Containers: The first step taken by farmers is to prepare containers to accommodate cocoa beans to be harvested, in the form of sacks and plastic waste from the company for free. Plastic waste is used so that the water contained in cocoa beans can be well accommodated until it reaches the middleman. In addition, the plastic waste is coated with sacks to prevent tearing or damage, especially when entering the transportation process, b). Cocoa Bean Harvest: The next step is for farmers to harvest cocoa which is located quite far from their residence, using a means of transportation in the form of a motorbike. Harvesting is carried out with the help of simple tools in the form of machetes and machetes. This process takes a long time because it requires precision to distinguish between ripe and unripe cocoa. After harvesting, the cocoa is collected in one place, then the cocoa beans are separated from the husk and impurities before being put into a storage container, c). Transportation: In this process, farmers usually carry out transportation in two ways. First, farmers carry the cocoa harvest from the garden where they are harvested to the motorcycle parking location because of inadequate road access. Second, there are also farmers who directly transport crops using motorbikes. After that, the farmer brings the cocoa beans directly to the middleman to do marketing and price negotiation, d). Sales: Farmers sell their wet cocoa beans to middlemen. The middleman then weighs the farmer's harvest by showing the farmer directly the weight of their harvest. Furthermore, the middleman conveyed the price that was considered appropriate for the cocoa beans. After that, the middleman calculates the total weight of the farmer's crop with the agreed selling price. The total amount was then handed over to farmers in cash.

Obstacles and Solutions

The marketing process of wet cocoa beans in Tapporang Village is inseparable from the various obstacles faced by farmers in carrying out the distribution of their crops. Some of these obstacles are related to infrastructure conditions and urgent economic problems. However, farmers are also looking for solutions to minimize the impact of these obstacles, including: a). Obstacles in Transportation Access. One of the main obstacles faced by farmers in the distribution of wet cocoa beans is poor road access. Limited transportation access makes it difficult for farmers to transport their crops to middlemen. Farmers usually overcome this problem by carrying the cocoa harvest to a certain point

511



that is easier to reach by two-wheeled vehicles. In addition, some farmers also use motorcycles as the main means of transportation to transport cocoa beans, even with inadequate road constraints, b). Difficulties in Managing Finances: Many farmers experience difficulties in managing their finances after receiving payments from cocoa sales. Payments received in cash are often directly used to meet daily needs, without long-term planning. To overcome this, some farmers have begun to use the farmer group or cooperative savings system as a means to save part of their income. The method of collection is by using a two-week system with money collected worth Rp. 204,000 and will be received once every six months. Money worth Rp. 200,000 is included in the total savings while for Rp. 4,000 as a charitable donation or as alms. This helps farmers manage their income better and have a reserve fund for future needs.

CONCLUSION

This study can be concluded that farmers' behavior in the marketing distribution of wet cocoa beans in Tapporang Village is influenced by weather, environmental, busy, and urgent economic factors. Bad weather, social habits, time constraints, and urgent financial needs make farmers prefer to sell wet cocoa beans even at a lower price. In marketing wet cocoa beans involves several steps starting with the preparation of the storage container, careful harvesting, collection of beans, separation from the skin and impurities, and transportation by motorbike to middlemen. After that, the sales process is carried out through price negotiation and cash payment by the middleman. However, selling wet cocoa beans farmers face obstacles such as poor transportation access and difficulties in managing finances. To overcome transportation problems, farmers transport crops by motorbike or carry them. Meanwhile, in terms of finances, farmers began to take advantage of the savings system of farmer groups or cooperatives to save part of their income and manage reserve funds.

SUGGESTION

The next research should focus on improving farmers' understanding of cocoa beans into value-added products, as well as examining the impact of infrastructure improvements and financial management training on marketing distribution and farmers' welfare in Tapporang Village.



REFERENCES

- Caswell, M. & Zilberman, D. (2022). *Agricultural Adaptation to Climate Change: Managing Risks and Opportunities*. Springer.
- Darmawan, T. (2021). *Marketing of Cocoa Commodities in Indonesia*. Jakarta: Academic Press.
- Denzin, N. K., & Lincoln, Y. S. (2020). *SAGE Qualitative Research Handling Book*. SAGE Publications.
- Friedman, M. (2021). *Economic Theory and Agricultural Decision Making*. Princeton University Press.
- Guest, G., Namey, E. E., & McKenna, K. (2020). *How many interviews is enough?* SAGE Publications.
- Hawkins, D. I., & Mothersbaugh, D. L. (2020). *Consumer Behavior: Building a Marketing Strategy*. McGraw-Hill Education.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management*. Pearson Education.
- Kotler, P., Armstrong, G., & Oprenik, K. (2020). *Marketing Principles*. Pearson Education.
- Murdock, J., & Pratt, L. (2021). *Factors Influencing Farmer Behavior: External Drivers and Government Policies*. Oxford University Press.
- Pakpahan, M., & et al. (2022). *Research Methodology*. Medan: Yayasan Kita Menulis.
- Agriculture, K. (2019). BPS (Central Statistics Agency). The Ministry of Agriculture's data is in line with BPS data.
- Prastowo, A. (2020). *Qualitative Research Methods in the Perspective of Educational Design (2 ed.)*. (M. Sandra, Ed.). Jogjakarta, DIY: Ar-Ruzz Media.
- Prayogo, R. Y. (2019). Motivation of farmers selling cocoa beans in wet form in banjaroya village, kalibawang district. Research repository.<http://repository.umy.ac.id/handle/123456789/28328>
- Raghavan, R., & Sathya, K. (2020). *Processing and Quality Control in Cocoa Production*. Wiley-Blackwell.
- Salmaa. (2021). *Sampling Techniques: Definition, Types, and Examples*. From Deepublish: <https://Penerbitdeepublish.Com/Teknik-Pengambilan-Sampel/>.
- Simon, H. A. (2020). *Theories about limited rationality and decision-making in agriculture*. Harvard University Press.
- Siregar, E. (2021). *Cocoa Processing: Techniques and Strategies for Maintaining Quality*. Medan: Maju Publishers.
- Siyoto, s., & Sodik, M. A. (2015). *Basics of Research Methodology*. Yogyakarta: Media Publishing Literacy.



- Statistics, B. P. (2021). Analysis of Household Food Security Based on the Proportion of Food Expenditure and Energy Consumption (Case Study on Farmer Households Participating in the Food Independent Village Program in Indrapuri District, Aceh Besar Regency). *Indonesian Journal of Agribusiness*, 16(1), 1–12.
- Subroto, S. (2021). *Farmer Behavior and Agricultural Innovation*. Surabaya: Airlangga University Press.
- Suhendra, B. (2020). *Cocoa Marketing: A Best Practice Approach in Indonesia*. Jakarta: Gramedia Publishers.
- Thomas, R., & Johnson, A. (2020). *Adapting Agriculture to Climate Change: Sustainable Agricultural Practices*. Springer.
- Tirole, J. (2019). *Economy for the common good*. Princeton University Press.
- Tjiptono, F. (2019). *Marketing Strategy*. Andi Publisher.
- Utami, W. D. (2024). *Perception And Interest Of Generation Z (Gen Z) As Young Farmers For Agricultural Regeneration (Case Study: Wonomulyo District, Polewali Mandar Regency)* Thesis Agribusiness Study Program. University of Muhammadiyah Parepare.
- Widodo, D., & Santosa, T. (2020). *Agricultural Marketing and Cocoa Industry: Opportunities and Challenges in the Era of Globalization*. Malang: Aksara Publisher.
- Wilda. (2024). *Cocoa Farming Development Strategy in Benteng Paremba Village, Lembang District, Pinrang Regency*. In Other thesis, Muslim University of Indonesia.
- Yuliana, R. (2022). *Analysis of the Quality and Price of Dried Cocoa in the Global Market*. Makassar: Cendekiah Publishers.

