


# Marketing Efficiency of Rajangan Tobacco in Suntalangu Village, East Lombok Regency

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Article Info	ABSTRACT
<b>Keywords:</b> Tobacco, Marketing channels, Marketing margins, Marketing efficiency	Suntalangu village is one of the villages with natural potential that greatly supports its community in improving the economy through the agricultural sector on tobacco plants. This study aims to determine the margin and efficiency of tobacco marketing in Suntalangu village. The analysis used is qualitative descriptive for marketing channels and quantitative on revenue, margin and marketing efficiency ( <i>Farmer's Share</i> ). The data collection method was carried out with survey samples of farmers/tobacco producers, village collectors/middlemen, wholesalers, e-traders, and end consumers. The results of this study show that there are 4 marketing channels for tobacco marketing in Suntalangu village, East Lombok regency. In pattern I, there are producers, village collectors (middlemen), wholesalers, retailers, and end consumers. Pattern II includes producers, village collectors (middlemen), retail traders, and end consumers. Pattern III consists of producers, village collectors (middlemen), and end consumers. IV pattern from producer to end consumer. The most efficient marketing channel according to the three indicators from the farmer's side is the marketing channel III because the marketing margin is smaller, <i>the Farmer's Share</i> and the value of the profit to marketing cost ratio is the highest compared to other marketing channels. To create efficient tobacco marketing in the long term, it is recommended that farmers participate in partnership activities, because partnerships absorb a lot of tobacco, smooth input and output and can reduce transaction costs. For this reason, the government can facilitate partnership activities, in order to facilitate the partnership process.
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## INTRODUCTION

Tobacco plants are plantation commodities that are raw materials in the cigarette industry. The part of the plant that has economic value, namely leaves, in addition to tobacco cigarette raw materials, is also used as a medicine for open wounds, especially for rural women (Ministry of Agriculture, 2021). Without tobacco cultivation, the cigarette industry and the marketing of tobacco and cigarettes would not be possible because nothing was processed or marketed. However, it is still undeniable that the role of other subsystems is absolutely necessary. The tobacco industry provides meaningful income for the Indonesian economy, most importantly in terms of excise and foreign exchange such as state revenue, new jobs, and regional development. This has an effect on the economic and social conditions in several regions that have created an increasing tobacco processing industry (Juweria, 2022).

NTB Province became the third largest tobacco producer at the national level in 2018–2021 with an average of 50 thousand tons of production. The tobacco variant that is generally grown on the

island of Lombok is Virginia tobacco which has wider and larger leaves compared to local tobacco varieties. Virginia Lombok's tobacco production meets 80 percent of the total national needs. In addition, Virginia tobacco varieties grown in Lombok not only meet the needs of the tobacco industry in Indonesia, but also in the world. Virginia tobacco produced by Lombok farmers even ranks third after the United States and Brazil. Lombok still has considerable potential in tobacco agriculture, where the availability of land is still quite wide, but the use of tobacco land so far has only reached 43 percent of the total land reaching 53 thousand hectares (BPS NTB, 2023).

East Lombok Regency is the largest tobacco-producing area in West Nusa Tenggara which has great potential for the development of tobacco plants. The total tobacco production in 2021 in East Lombok district was 35,739.26 tons with details of 212,899.43 tons of folk tobacco and 22,839.83 tons of virginia tobacco. The magnitude of the opportunity in the development of tobacco plants based on data from the East Lombok Regency Agriculture Office (2023) shows that the potential is quite good to be cultivated, the size of the planting area shows a good enough potential to be cultivated. Various efforts have been made by the local government and farmers to improve tobacco production and quality in East Lombok Regency. The program carried out by the East Lombok Regency government has provided superior tobacco seeds for farmers who want to increase the production and quality of the tobacco produced. In addition, farmers are also given training and technical assistance in farming and tobacco processing.

In addition, the East Lombok Regency government is also trying to expand the local tobacco market, from the products produced by farmers have been widely purchased by the local and national cigarette industry. However, efforts to market tobacco abroad are also being carried out, so that the potential of the tobacco market is wider and farmers can get greater profits. In developing the tobacco industry, it is also necessary to pay attention to the aspects of sustainability and public health. Therefore, the East Lombok Regency government and farmers also strive to pay attention to environmental and health aspects in the development of the tobacco industry. One way to do this is by applying environmentally friendly agricultural technology and healthy tobacco processing. With the efforts made by the local government and farmers, it is hoped that the development of the tobacco industry in East Lombok Regency can make a positive contribution to the regional economy and improve the welfare of farmers and tobacco producers (Grathiano, 2023).

In East Lombok district, there is one tobacco-producing village located in Suwela district, namely Sentalangu village. This village is a village with a land height and sea level of 400-500 meters above sea level. Sentalangu Village has natural potential that greatly supports its community in improving the economy, one of which is through the agricultural sector. One of the potentials of the agricultural sector is the availability of good quality tobacco that is always grown by the community. This is because the tobacco plant is always planted by the community in every dry season. However, from the potential they have, the people of Sentalangu village do not process their crops but directly sell them. In general, the tobacco market in Sentalangu Village is controlled by middlemen. Middlemen buy tobacco raw materials from tobacco farmers at relatively cheap prices. So that in its marketing, farmers only act as producers. So there is a need for creative creation and innovation to take advantage of the agricultural potential in Sentalangu Village.

Agricultural marketing channels are activities from producers to consumers. The development of rural goods from producers to consumers is known as marketing channels (Kai et al., 2016). A long

marketing channel will affect the price at the consumer level, but the products distributed are widely distributed. On the other hand, short marketing channels can reduce prices at the consumer level, but the spread of products is not wide. An efficient marketing system means that it can distribute products at the lowest possible cost, reasonable and fair levels of prices and profits, and sales can be carried out appropriately. The tobacco marketing channel in Suntalangu village still uses middlemen who act as product distributors. Due to the problem of poor marketing channels for tobacco business actors in Suntalangu village, a new realm is needed in marketing and in *branding the best tobacco products* from Suntalangu village.

This distribution problem also affects the availability of tobacco stocks in the market. When access to distribution is hampered, there will be a scarcity of tobacco stocks in the market and this can affect the selling price of tobacco and farmers' income. To overcome the problem of tobacco distribution, efforts are needed from the government and related *stakeholders* (Hasri A S, et al, 2024). The government can improve road and transportation infrastructure to make it more adequate and easily accessible to farmers and tobacco producers. In addition, relevant *stakeholders*, such as transportation business actors and the cigarette industry, can work together in improving the tobacco distribution system. Based on these problems, a study was conducted with the title "Tobacco Marketing Efficiency in Suntalangu Village, East Lombok Regency". In this study, it is hoped that it will get the latest reference related to the efficiency of tobacco marketing channels and also be a direction for every regional stakeholder in improving the problem of tobacco distribution in East Lombok Regency.

## METHODS

### Type of Research, Location and Time of Research

The type of research used is descriptive with qualitative and quantitative approaches, because the information or data is realized in the form of numbers and based on statistical analysis. This research was conducted on tobacco farmers in Suntalangu village, Suwela district, East Lombok regency. The determination of this location was determined deliberately (*purposive*) with the consideration that the location is one of the tobacco producers in Suwela district, East Lombok regency, which will be carried out from June to August 2024.

### Data Collection Methods and Techniques

The data collection method was carried out with survey samples of farmers/producers and village collectors/middlemen. For data collection techniques by interviews, observations and literature studies. Interviews are conducted by going directly to the research object to conduct interviews to obtain the information and data needed using a list of questions that have been prepared in advance. Next, observation, by making direct observations of the object being studied by systematically recording the symptoms related to the research. Furthermore, literature studies, namely by reviewing literature and reports from agencies and research.

### Data Analysis Tools

The pattern of tobacco marketing channels can be known by tracing marketing channels from the level of tobacco farmers to consumers. Mathematically, the data analysis tool used the following formula:

1. Marketing Margin

The calculation of marketing margin is calculated based on the price difference between the levels of marketing institutions. In addition, marketing margins can be calculated through the sum of costs and profits at each marketing agency. According to Surni (2022) the marketing margin formula is:

$$M = HE - HP$$

$$Mmi = B + \pi$$

Information:

M = Tobacco marketing margin (Rp)

HE = Retail price of tobacco (Rp)

HP = Basic price of tobacco (Rp)

B = Purchase price of tobacco at each level of marketing institution (Rp)

$\Pi$  = Profit of the marketing agency (Rp)

## 2. Farmer's Share

Marketing efficiency can then be calculated through *farmer's share*. Farmer's share analysis is used to determine the amount of profit obtained by farmers from the tobacco commodities produced. The *farmer's share* measurement is calculated by comparing the price obtained by tobacco farmers and the price paid by users at the final level.

## 3. Profit to Cost Ratio

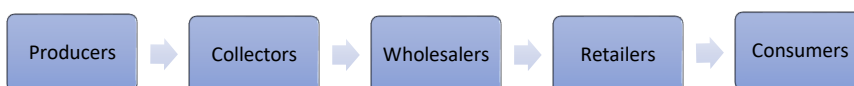
Marketing Analysis of the ratio of profits to marketing costs can also be a benchmark in measuring the level of marketing efficiency (Limbong and Sitorus, 1987).

# RESULTS AND DISCUSSION

## Tobacco Casting Channel

Marketing activities are the process of transferring commodities that come from producers and are distributed to consumers. Activities carried out include: collecting products from farmers, packing, storage to distribution, including the selection of marketing channels. Marketing channels are parties that are interdependent and involved in efforts to deliver commodities to consumers (Suswadi et al., 2021). The pattern of marketing channels affects the amount of price paid by consumers and the amount of marketing costs at the final level. Field research, the results show that the tobacco distribution pattern in Suntalangu village consists of 4 distribution patterns, namely: Producers (tobacco farmers), Village Collectors, Retail Traders, End Consumers. Based on the results of the research, the distribution pattern that occurs in the field is as follows:

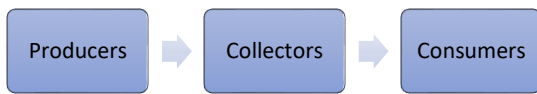
### Pattern I



### Pattern II



Pattern III



IV Pattern



*Tobacco Distribution Pattern Picture*

In pattern I, where producers sell the crop to village collectors (middlemen), then to wholesalers, then to wholesalers, and end up in consumers. In pattern II, there are producers who sell their crops to village collectors (middlemen) and then to e-traders and sell directly to consumers. In pattern III where the producer sells the products to the village collector (middleman) and ends up with the consumer. In pattern IV where producers sell their crops directly to consumers. In patterns I to IV, it is a potato marketing channel in Suntalangu village. This pattern actively participates in distributing production to consumers. Meanwhile, producers who directly sell their crops to consumers, however, it is less effective because there are not always consumers who buy tobacco.

**Marketing Margin** Marketing margin is the difference between the selling price and the purchase price of rajangan tobacco by each marketing agency involved in the marketing channel. The high marketing margin is also due to the many costs incurred and the profits taken by each marketing agency, meaning that the more marketing institutions involved will increase the marketing margin. The process of flowing goods from producers to consumers requires a cost, with marketing costs, a product will increase in price. To find out the size of the marketing margin at the level of marketing institutions in the rajangan tobacco marketing channel in Suntalangu village, it can be seen in the following table.

**Table 1.** Tobacco marketing margin in Suntalangu village, East Lombok regency in 2024

It	Margin Element	Channel I	Channel II	Channel III	Channel IV
1	Farmer				
	Cost.Production	37.800	37.900	37.550	38.250
	Marketing Costs	7.650	8.200	8.500	8.700
	Advantage	4.550	4.700	4.950	5.050
	Selling Price	50.000	50.800	51.000	52.000
2	Pedgng Pngpul Village				
	Purchase Price	50.000	50.800	51.000	
	Marketing Costs	3.400	4.300	4.400	
	Advantage	6.850	6.500	6.250	
	Selling Price	60.250	61.600	61.650	
3	Wholesalers				
	Purchase Price	60.250			
	Marketing Costs	2.400			
	Advantage	7.900			
	Selling Price	70.550			

4	Retail Merchants					
	Purchase Price	70.550	61.600			
	Marketing Costs	1.700	2.800			
	Advantage	7.150	6.750			
	Selling Price	79.400	71.150			
5	End Consumers					
	Purchase Price	79.400	71.150	61.650	52.000	
6	Total Screening Costs	16.350	15.300	12.600	8.700	
7	Total Profit	63.050	55.850	49.050	43.300	
8	Total Margin	29.400	20.350	10.650	-	

Source : Primary Data Processed (2024)

### Marketing Channel Margin I

This marketing channel is the longest marketing channel involving farmers, village collectors (middlemen), wholesalers, retail traders and end consumers. The marketing cost for rajangan tobacco borne by farmers reaches Rp 7,650 per kilogram. Farmers get the purchase price from village collectors (middlemen) with an average price of Rp 50,000 per kilogram. After that, village collectors (middlemen) sell rajangan tobacco to wholesalers at an average price of Rp 60,250 per kilogram. Next, wholesalers sell to retail traders with an average price per kilogram of Rp 70,550. Furthermore, retail traders sell it to end consumers at an average price per kilogram of Rp 79,400. The total overall marketing profit in this channel reached Rp 63,050, with a total margin of Rp 29,400 per kilogram. The amount of this profit is the highest among the various existing marketing channels. This is in line with the theory that longer marketing channels can lead to greater profits. In accordance with the opinion (Hardanis & Poerwono, 2013), that the length of a marketing channel can affect the margin, with longer channels generally resulting in higher margins.

### Marketing Channel Margin II

The second marketing channel is a marketing channel involving farmers, collectors in villages (middlemen), retail traders and end consumers. The cost borne by farmers in marketing rajangan tobacco is Rp 8,200 per kilogram. Farmers receive payments from village collectors (middlemen) with an average price of Rp 50,800 per kilogram. After that, village collectors (middlemen) sell rajangan tobacco to retail traders for Rp 61,600. Furthermore, retail traders sell it to end consumers at an average price per kilogram of Rp 71,150. The total profit in all channels reached Rp 55,850 with a total margin of Rp 20,350 per kilogram. In the second marketing channel, it generates the second largest profit value after the first channel. This is due to the difference in valuation that occurs at each stage of the marketing channel, so that the price difference is a crucial aspect in calculating marketing profits. The highest profit in this channel is at the retail trader stage, amounting to Rp 6,750 per kilogram, while the smallest is in the farmer, which is Rp 4,700 per kilogram.

### Marketing Channel Margin III

The third marketing channel is a marketing structure that involves farmers, collectors in the village (middlemen) and end consumers. The cost borne by farmers to market rajangan tobacco is Rp

8,500 per kilogram. Farmers get a selling price from village collectors of around Rp 52,000 per kilogram, then village collectors sell the rajangan tobacco to end consumers at an average price of Rp 61,650 per kilogram. The overall marketing margin in this channel reaches Rp 10,650 per kilogram. This marketing margin is the lowest among all existing marketing channels. However, in contrast to the research by (Purnamasari & Priyanto, 2021) the study shows that in the short marketing channel consisting of farmers - village collectors - final consumers, the greatest marketing value is created.

**Farmer's share analysis**

The comparison or ratio of prices at the level of rajangan tobacco farmers with the price paid by traders/consumers and end consumers is what is meant by *farmer's share*. The results of *the farmer's share* analysis can be used as an indicator of the operational efficiency of a marketing of agricultural products (Widyaningsih, 2022). *The farmer's share* received by tobacco farmers is expressed in the form of a percentage of the total value, which is the proportion of the percentage received by farmers from the value issued by consumers. The analysis of *Farmer's share* in various distribution channels of rajangan tobacco at the research site, based on the price paid by the end consumer, is presented in the following table

**Table 2.** Prices at the farmer level, prices at the end consumer level, *Farmer's Share* and tobacco marketing margins in Suntalangu Village.

Slurn	Farmer Price (Rp/kg)	Consumer Price (Rp/kg)	Farmer's share (%)	Pmasran Margin (Rp)
I	50.000	79.400	62,97	29.400
II	50.800	71.150	71.40	20.350
III	51.000	61.650	82.73	10.650
IV	52.000	52.000	-	-

Source : Primary Data Processed (2024)

The results of the farmer's share calculation resulted in the largest share received by rajangan tobacco farmers in channel III which was 82.73%, while in channels I and II the farmer's share received by farmers was 62.97% and 71.40% respectively. The high value of farmer's share indicates that farmers earn a high profit or share (Annisa et al, 2018). Based on the results of calculations at the location of marketing research conducted by each marketing channel, it is efficient because the value of the farmer's share is more than 50 percent. Agree with Syahputra (2022) and Bimantara et al. (2021) who stated that if the cost is larger, the marketing margin will be larger. The smaller the marketing margin, the larger the Farmer's Share number. On the other hand, if the value of the marketing margin is larger, the value of the Farmer's Share will be smaller. The marketing channel can be said to be efficient if the Farmer's Share figure is greater than 50%. Farmer's Share of more than 50 percent means that marketing is said to be efficient, and if the Farmer's Share is less than 50 percent, marketing is not efficient. This means that the higher the value of Farmer's Share, the more efficient marketing will be. In addition, Firmansyah (2010), in his research revealed that what causes the difference in the value of the share received or Farmer's Share is the difference in costs. This will affect the size of the marketing margin. The smaller the cost generated, the smaller the marketing margin will be. But on the other

hand, if the amount of costs is greater, the marketing margin will be larger. The smaller the marketing margin, the larger the Farmer's Share number. On the other hand, if the value of the marketing margin is larger, the value of the Farmer's Share will be smaller. The marketing channel can be said to be efficient if the Farmer's Share figure is greater than 50%.

**Profit to Cost Analysis**

Indicators to determine the efficiency of tobacco marketing channels. This is done through a comparative analysis between the benefits and costs to assess both. The ratio of profit to marketing costs in each marketing channel of rajangan tobacco in Suntalangu Village, East Lombok Regency is presented in table 3.

**Table 3.** Ratio of profit to marketing costs for rajangan tobacco farmers in Suntalangu Village

Channels	Profit (Rp/Kg)	Marketing Fee (Rp/kg)	Profit to Cost Ratio
I	63.050	16.350	3,86
II	55.850	15.300	3,65
III	49.050	12.600	3,89
IV	43.300	8.700	4,98

Source : Primary Data Processed (2024)

Based on the calculation of the ratio of profit to marketing costs in the table above, the ratio of profit to marketing costs from the largest to the smallest is channel IV (4,098); channel III (3.89); Channel I (3.86) and channel II (3.65). Marketing channel IV produces the largest ratio of profit to marketing costs, which is 4.98, which means, for every Rp 1,000 of marketing costs incurred, it will get a profit of Rp 4,980. Meanwhile, marketing channel III has the smallest ratio of profit to marketing costs, which is 3.89, meaning that for every Rp 1,000 of marketing costs incurred, you will get a profit of Rp 3,890. Next, channel I gets a profit to marketing cost ratio of 3.86, meaning that for every Rp 1,000 of marketing costs incurred, it will get a profit of Rp 3,960. Finally, marketing channel II has the smallest ratio of profit to marketing costs, which is 3.65, meaning that for every Rp 1,000 of marketing costs incurred, it will get a profit of Rp 3,650. All marketing channels are profitable, but the profits obtained are uneven. This result is in accordance with the findings of Pratama and Nuswantara (2020) in analyzing the ratio of profits to tobacco marketing costs, obtaining a variable ratio value in each marketing channel formed.

**Marketing Efficiency Analysis.** The recapitulation of marketing margin, *Farmer's Share* and the ratio of profit to marketing costs is presented in the following table. Table 4. Recapitalize marketing margins, *Farmer's Share* and the ratio of totality to marketing costs of each marketing channel.

Channels	Marketing Margin (Rp)	<i>Farmer's Share (%)</i>	Integrity Ratio Against Costs	Information
I	29.400	62,97	3,86	Less efficient
II	20.350	71,40	3,65	Inefficient
III	10.650	82,73	3,89	Highly efficient
IV	-	-	-	

Source : Primary Data processed (2024)

The most efficient marketing channel according to the three indicators from the farmer side in the study location is channel III because of the marketing margin of 10,650 rupiah, *the Farmer's Share* of 82.73 percent, and the value of the profit to marketing cost ratio of 3.89. Based on the results of field studies, only a few farmers can follow this marketing channel pattern. The factors that make it difficult for farmers to follow this pattern of marketing channels are limited information and only certain farmers have a good relationship with intermediate tobacco traders. This relationship is also because there is a relationship between the family and farmers who are the drivers of collector traders (middlemen), so that they can sell rajangan tobacco to the end consumer and the marketing chain becomes shorter. The majority of farmers in Suntalangu village have limited information related to this matter, making channel III difficult for farmers to follow. Although marketing channel III is said to be the most efficient, marketing channel I actually has a fairly high value for profit to cost ratio, which is 3.86. The difference is not too significant with channel III, it's just that in marketing channel I the margin value is large at 29,400 and the *Farmer's Share* is small, which is 62.97%.

### CONCLUSION

Based on the description above, the conclusions that can be drawn from this study are: 1) The pattern of tobacco marketing channels in Suntalangu village, East Lombok regency consists of 4 marketing channels. In pattern I, there are producers, village collectors (middlemen), wholesalers, retailers, and end consumers. Pattern II includes producers, village collectors (middlemen), retail traders, and end consumers. Pattern III consists of producers, village collectors (middlemen), and end consumers. IV pattern from producer to end consumer. 2) The most efficient marketing channel according to the three indicators from the farmer's side in the study location is channel III because the marketing margin is smaller, *the Farmer's Share* and the value of the profit to marketing cost ratio is the highest compared to other marketing

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