

## Good Governance: Patterns of Rice Distribution in Improving Commerce through the Role of the Economic Assembly of Muhammadiyah Association of Sidenreng Rappang Regency

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### ABSTRACT

Rice is the main staple food in Indonesia, and Sidenreng Rappang Regency contributes significantly to rice production in South Sulawesi. Rice distribution in this area faces challenges such as long marketing channels and high marketing margins, which are detrimental to farmers. The Economic Assembly of Muhammadiyah Association plays an important role in optimizing distribution and applying good governance principles, particularly in providing access to financing to farmers and facilitating cooperation with marketing institutions. This research analyzes rice distribution patterns in improving good governance through the role of the Economic Assembly using observation, interview, and documentation methods. The results show that long distribution channels and many marketing institutions lead to large marketing margins. The prices received by farmers and paid by consumers show the inefficiency of the marketing channel. The highest marketing margin is at the stage of wholesalers to consumers at IDR 7,750/kg, followed by retailer margins to consumers at IDR 7,400/kg. Improving more efficient distribution channels can reduce marketing margins and improve farmers' welfare. The role of the Economic Council is very important in creating a more efficient trade system and improving the economic welfare of the community in Sidenreng Rappang District.

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### Keywords:

Commerce; economic assembly of Muhammadiyah; marketing margin; rice distribution; Sidenreng Rappang.

## 1. Introduction

Rice is one of the world's most important staple food products, especially in Indonesia; rice is the main staple food for most of the population, both for the upper, middle, and lower classes, because  $\geq 95\%$  of the Indonesian population consumes rice. Indonesia is an agrarian country where most of the population lives from agriculture, so agriculture is an important industry for people's lives. Developing food products with great potential widely accepted by the community can be a key strategy in facing national food security challenges (Badewa & Dinbabo, 2023). Food security has long been a priority, with a focus on prioritizing staple food products to ensure national food security (Milani-Bonab et al., 2023). This supports the importance of strategies to develop high-potential and widely accepted food products to face food security challenges effectively. The province that contributes to rice food in Indonesia is South Sulawesi Province. The rice harvest area in South Sulawesi is 1.01 million hectares, with an estimated total production of 5.05 million tons of GKG. If rice production is converted to rice using the 2022 GKG to rice conversion rate, the rice production is equivalent to 2.88 million tons of rice. Of the total output produced from several regions in South Sulawesi, one of them is Sidenreng Rappang District, with a total production of 51,501.1 tons (BPS, 2023). The high amount of production each year goes hand in hand with the high demand for rice consumption each year to meet consumption needs, making rice a significant and strategic commodity.

Rice strategically strengthens food security, economy, and national political security and stability (Geja & Maphosa, 2023). In addition, rice is a strategic commodity that attracts attention globally because it is an important part of the economy (Utami et al., 2023). In terms of increasing or maintaining the value of rice production in Sidenreng Rappang Regency, spatial planning policies are needed (Asra et al., 2020). However, the main problem with rice distribution in the Sidenreng Rappang District is that regional policy does not regulate the distribution channel mechanism. Therefore, the marketing institutions involved in the distribution channel play the price according to their wishes. There is a significant difference in selling prices at the producer and consumer levels, leading to the assumption that business actors involved in the distribution channel take a large amount of profit (Wang et al., 2023). Each marketing actor uses packaging and transportation costs as an excuse for distributing rice (Mursalat et al., 2020). In addition, rice marketing in Sindereng Rappang Regency also has a long distribution channel involving a large number of marketing institutions. This indicates that the existing marketing channel is highly inefficient. Farmers are the business actors who incur the most costs but earn the least profit. The longer the marketing channel, the higher the price at the consumer level, so that farmers do not enjoy the benefits of high prices but by intermediary traders. Therefore, it is feared that the difference in high marketing margins will harm farmers as producers (Indrasari, 2020). In addition, the longer the distribution pattern and the number of marketing institutions involved can reduce the benefits received by farmers as producers (Hidayat, 2019). High differences in marketing margins are feared to be detrimental to farmers as producers. Each distribution channel actor will take advantage by considering packaging technology and the high cost of transportation from one place to another in distributing production (Mursalat, 2021). Improving distribution channels is important and strategic, economic actors will be integrated and connected in a simple trade system (Walther et al., 2019).

The Economic Assembly of the Muhammadiyah Association is a community organization associated with the Muhammadiyah Movement, one of the largest Islamic organizations in Indonesia. The organization has great potential to improve rice trading in Sidenreng Rappang District, focusing on economic development, particularly in the rice sector. One important role in the rice trade system is facilitating efficient distribution and marketing. The Muhammadiyah Economic Council can assist in developing a good distribution network and ensuring that the rice produced in Sidenreng Rappang Regency can reach a wider market. To achieve its great potential in improving the rice trade system, the Muhammadiyah Economic Council can establish partnerships with the local government, agricultural institutions, financial institutions, and other relevant institutions. One solution to minimize the number of marketing actors in the marketing chain is to establish a partnership between farmers and marketing institutions facilitated by the government (Villalba et al., 2023). The partnership pattern is a form of mutually beneficial cooperation between the two parties to achieve common goals (Mursalat et al., 2023). Cooperation with marketing institutions causes farmers to follow the selling price set by marketing institutions. The types of goods produced must match the demands of marketing institutions and ultimately lead to inefficient marketing systems (Nasution et al., 2017). This cooperation can help in obtaining support, resources, and policies that favor the development of the rice sector in the region. By playing an active role in the economic development of rice in Sidenreng Rappang District, the Muhammadiyah Economic Assembly can help improve the welfare of the local community and positively contribute to the development of the rice farming sector in the region. It is important to analyze the distribution of rice in Sidenreng Rappang District through the role of the United Economic Council of Muhammadiyah. By understanding the existing problems and collaborating with all relevant parties, solutions can be identified that can improve the rice trade system, overcome distribution inequalities, and improve the welfare of the people in the area in Sidenreng Rappang District. Therefore, this research is designed to identify the role of the Economic Assembly of Muhammadiyah Association in improving rice distribution and analyze rice distribution in improving the trade system through the role of the Economic Assembly of Muhammadiyah Association of Sidenreng Rappang District.

## **2. Materials and Methods**

### ***2.1 Location and Time of Research***

This research was conducted in Sidenreng Rappang District, one of the regions in South Sulawesi Province, as a contributor to rice food in Indonesia, which took place from February to August 2024.

### ***2.2 Data Type and Source***

This research used primary data and secondary data. Primary data was obtained from field observations and interviews based on questionnaires that had been made, while secondary data was obtained from previous research, books, data from related agencies, and others. Secondary data collection is intended to find out information about the research location.

### 2.3 Sample Collection

Samples in this study were grouped according to strata, consisting of samples of the Economic Assembly of the Muhammadiyah Association, intermediary traders, and large traders. Respondents were selected using the purposive sampling method, namely, the selection of informants is done deliberately with the consideration that people who have been known to have knowledge, experience, and understand the problems about the object under study (Sugiyono, 2017).

### 2.4 Data Collection

The data collection methods used in this study are observation, namely data collection carried out through direct observation of the research location to get an overview of the partnership patterns and distribution channels studied, and interviews, namely data collection conducted through direct interviews with informants. To facilitate the interview process, a questionnaire or list of questions is used, which is compiled according to research needs and documentation, which is a method of collecting data by examining existing documents in related agencies and literature related to the research in order to obtain secondary data.

### 2.5 Data Analysis Method

The data analysis method consists of qualitative analysis and quantitative analysis. Qualitative analysis is used to identify the rice distribution channel in improving the trading system through the role of the Economic Assembly of Muhammadiyah Association of Sidenreng Rappang Regency by analyzing the market structure formed, marketing channels, marketing functions, and market behavior that occurs in each marketing institution. As for quantitative analysis using marketing margins. Price data used to analyze marketing margins in this study are farm-level prices and marketing agent-level prices, so the formula used to calculate business margins is (Sudiyono, 2004):

$$Mm = Pe - Pf$$

Description:

Mm = Marketing Margin at Farmer Level

Pe = Price at the Marketing Agency Level Marketing Objectives of Farmers

Pf = Price at Farmer Level

The margin at each marketing agent level can be calculated by calculating the difference between the selling and purchase prices at each marketing agent level with the following formula.

$$Mmi = Ps - Pb$$

Description:

Mmi = Marketing Margin at Each Marketing Agency Level

Ps = Selling Price at Each Marketing Agency Level

Pb = Purchase Price at Each Marketing Agency Level

### 3. Results and Discussion

#### 3.1 Rice distribution channels in Sidenreng Rappang District

Rice distribution channels in Sidenreng Rappang District play a vital role in improving the rice trade system, which in turn contributes to the community's economic welfare. The distribution process involves various entities, from farmers to consumers, with the main objective of ensuring that quality rice is accessible to consumers at reasonable prices. According to (Hartati, 2018) The marketing channel describes several marketing channels involving several marketing institutions (intermediary agents, collecting traders, district traders, retail traders, and export traders) that channel from the village to be delivered to domestic consumers or exported. In addition, (Tiwu et al., 2019) also suggested that the rice supply chain process will run if there is good interaction and communication between supply chain actors. Distribution patterns indicate the flow of goods from producers to consumers by involving marketing institutions by explaining how marketing functions are carried out by marketing institutions in order to increase the added value of a product (Yusri et al., 2021). The rice marketing chain is a relatively long agricultural commodity marketing chain that can affect the efficiency and performance of the entire rice supply chain, from farmers to end consumers (Hani et al., 2023). In Sidenreng Rappang District, the patterns and institutions of the rice marketing channel that have been analyzed provide an overview of the various marketing channels involving several marketing institutions, starting from farmers, intermediary traders, rice milling companies, large companies, retailers, and consumers. The Economic Assembly of the Muhammadiyah Association of Sidenreng Rappang Regency plays an important role in optimizing and smoothening the rice distribution channel. In this case, the pattern of rice marketing distribution channels in Sidenreng Rappang Regency can be described as the scheme below:

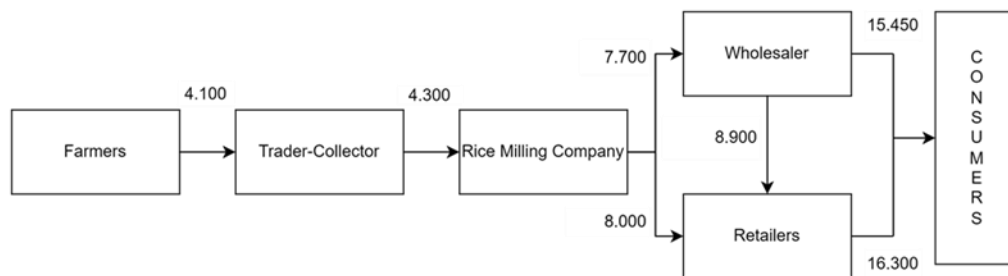


Figure 1. Distribution channels of rice marketing in Sidenreng Rappang Regency

The figure above shows that the rice distribution channel in Sidenreng Rappang Regency involves various important stages that include farmers, intermediary traders, rice milling companies, large companies, retailers, and consumers. Each of these stages plays a specific role with the aim of ensuring rice is available to consumers. The Economic Assembly of the Muhammadiyah Association of Sidenreng Rappang District plays a crucial role in supporting and improving the efficiency of each distribution stage. The rice distribution process starts with farmers as the main producers. Farmers sell their products to collectors in the form of unhusked rice at a price of IDR 4,100/kg. Farmers do not have the ability to determine prices and bargain, resulting in prices obtained by

farmers from collectors (Varwasih et al., 2023). Almost all farmers sell their harvest directly in the form of Gabah Kering Panen (GKP) because of the farmers' need for immediate cash. According to (Tarigan & Suhaeti, 2019), it explains the advantage of selling harvested dry grain (GKP) is that farmers do not need to worry about labor costs at harvest time and transportation costs, whereas if farmers sell in the form of milled dry grain (GKG), farmers need harvesting and transportation costs, but the selling price of grain is higher. Farmers prefer to sell rice in the form of harvested dry grain (GKP) compared to milled dry grain (GKG) because they want cash as soon as possible after harvesting, and farmers are also already bound to borrow money for farming costs (Mursalat et al., 2022). In this case, the United Economic Council of Muhammadiyah provides access to financing and business credit, which helps farmers obtain the necessary capital to improve their farming businesses. Farmers sell their crops to intermediary traders using a direct purchase system. For the purchasing method, the collecting traders usually come to the location after receiving a phone call from the farmer. According to (Ayesha et al., 2020), collector traders are agribusiness actors who buy grain directly from farmers who come directly to the location to buy grain during the harvest season. Many of the collecting traders are members of the local community who have emotional relationships with farmers, thus creating trust and good cooperation.

Furthermore, the collecting traders market the unhusked rice produced by farmers through rice milling companies at a price of around IDR 4,300/kg. In this case, the middlemen make a profit by selling the harvested dry grain to the rice milling companies at a higher price than the purchase price from the farmers, depending on the quality of the grain delivered. Although the role of middlemen causes margin differences and price challenges for smallholders, they also make a significant contribution to supporting the sustainability of agricultural product production and marketing (Arsyad et al., 2018). In addition, intermediary traders buy unhusked rice from farmers and sell it to rice mills in the form of harvested dry grain (Kurniawati et al., 2020). The distribution activities of intermediary traders in Sidenreng Rappang Regency are carried out efficiently and effectively to avoid storing grain for a long time. After obtaining grain from intermediary traders, rice milling companies process it into milled dry grain (GKG) or rice suitable for selling to large companies at a price of IDR. 7,700/kg and retailers for IDR. 8,000/kg. According to (Abubakar & Arif, 2019), the profit of rice milling companies increases after processing grain into rice. In addition, good off-farm handling will produce high-quality products (Dahlia & Tahir, 2021). Large companies market packaged rice either directly to consumers at a price of IDR 15,450/kg or to retailers at IDR 8,900/kg in packaged form, which they then sell to consumers at IDR 16,300/kg. This creates various marketing channels with different treatments. Proper off-farm handling will produce high-quality rice that consumers demand, increase customer satisfaction, and ultimately strengthen the market position of distributors and grain processors in Sidenreng Rappang District.

### **3.2 Marketing Margin**

Marketing margin is the difference between the price received by farmers and the price paid by consumers. Marketing margin is the difference between the price paid by consumers and the price received by farmers or the cost of marketing services required due to demand and marketing services (Griffith et al., 2023). The highest marketing

margins occur in certain marketing channels, reflecting the large difference between consumer prices and prices received by farmers (Dey & Singh, 2023). The marketing margin of the business is from farmers to consumers, consisting of intermediary traders, retailers, and consumers. According to (Wahyuni et al., 2021), each business actor will get a different margin depending on each market actor's bargaining position and business efficiency. In addition, (Partini & Pranoto, 2019) argued that the marketing distribution of rice has many channels, so it has different treatment consisting of marketing functions, marketing costs, marketing margins, and marketing profits. The average level of ginger marketing margin obtained by each marketing channel institution is as follows.

**Table 1.** Average marketing margin acquisition rate

Description	Purchase Price (IDR/kg)	Selling Price (IDR/kg)	Marketing Margin (IDR/kg)
Collectors - Milling	4,100	4,300	200
Milling - Wholesaler	4,300	7,700	3,400
Milling - Retailers	4,300	8,000	3,700
Wholesaler - Retailers	7,700	8,900	1,200
Wholesaler - Consumers	7,700	15,450	7,750
Retailers - Consumers	8,900	16,300	7,400

Source: Primary data after processing, 2024

Marketing margin is the difference between the price received by farmers and the price paid by consumers. Table 1 shows that the value of the marketing margin obtained through the rice marketing distribution channel in Sidenreng Rappang District is IDR 23,650. In this case, the amount of margin for each institution varies, so the price difference is quite significant between the price received by farmers and the price paid by consumers. According to (Hasmir et al., 2023), the amount of marketing margins on different marketing channels can vary depending on the length of the marketing channel and the activities carried out, as well as the expected profits of the marketing institutions involved in marketing. The longer the marketing channel, the greater the margin, and vice versa, the shorter the marketing channel, the smaller the margin (Shami et al., 2023). The highest marketing margin occurs in large traders to consumers, amounting to IDR 7,700/kg, then the margin of retailers to consumers, amounting to IDR 7,400/kg. The difference in margins is influenced by several factors, including the length of the marketing channel, the activities carried out by each institution, and the profit expected by each actor in the marketing chain. The size of this margin is due to the fact that large companies market their rice to consumers in packaged form, whereas retailers market the rice without packaging, and eventually, the rice reaches consumers. The margins obtained by milling companies that sell to retailers and wholesalers are IDR 3,700/kg and IDR 3,400/kg, respectively, indicating an important role in processing grain into ready-to-sell rice that can increase the selling value of the product. According to (Thongplew et al., 2023), production and consumption play an important role in sustainability by transforming raw foodstuffs into ready-to-sell products. This activity not only increases the value of agricultural products but also supports a more efficient

and profitable supply chain for all parties involved. In addition, (Marzuki et al., 2023) also argued that success in transforming raw materials into high-quality ready-to-consumer products is crucial to meet consumer needs and ensure the sustainability of food supply chains. Distribution patterns and product flows between marketing actors shape marketing costs in accordance with the marketing functions performed by each marketing institution. This not only shapes marketing costs in accordance with the marketing functions performed by each institution but also shows how each stage in the supply chain contributes to increasing the value of the product until it reaches the final consumer. Strengthening marketing institutions is an important alternative in marketing policy that shows that effective management of marketing strategies, including proper promotion and distribution, can affect margins and overall success in the marketing chain (Yulida et al., 2017). In this case, marketing margins can vary greatly depending on the structure and efficiency of the distribution channel as well as the marketing strategies implemented by each actor in the rice distribution chain in Sidenreng Rappang District.

#### **4. Conclusion**

Rice distribution in Sidenreng Rappang District, by prioritizing the principles of good governance, will involve various entities such as farmers, intermediary traders, rice milling companies, large traders, and retailers. The long distribution patterns involving many marketing institutions lead to large marketing margins. The significant price difference between the price received by farmers and the price paid by consumers indicates the inefficiency of the marketing channel. The Economic Assembly of Muhammadiyah Association of Sidenreng Rappang District has an important role in optimizing and smoothing the rice distribution channel, including providing farmers with access to financing so they do not have to sell their grain immediately after harvest at low prices. The highest marketing margin occurs at the wholesaler-to-consumer stage at IDR 7,750/kg, followed by the retailer-to-consumer margin at IDR 7,400/kg. This shows that the biggest profits are enjoyed by wholesalers and retailers, not farmers. Rice millers also play an important role in increasing the selling value of rice with margins of IDR 3,700/kg and IDR 3,400/kg. With the application of good governance principles and good off-farm handling, the quality of the rice produced can be improved, allowing it to be sold at a higher price. The Economic Assembly of the Muhammadiyah Association plays a role in reducing the length of marketing channels and supporting the efficiency of each distribution stage, which in turn can improve farmers' welfare and economic stability in Sidenreng Rappang District.

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