p-ISSN: 0853-7771
e-ISSN: 2714-8459

MARKETING ANALYSIS OF DRY SHELLED CORN IN NADAWAWI VILLAGE, WEST SABU DISTRICT, SABU RAIJUA REGENCY

(Analisis Pemasaran Jagung Pipil Kering Di Desa Nadawawi Kecmatan Sabu Barat Kabupaten Sabu Raijua)

Evamarduard Haba Djingi[1], Maria Bano[2], Paulus Un[3], Maximiliam M. J. Kapa[4]
[1,2,3,4]Agribusiness Study Program, Faculty of Agriculture, Universitas Nusa Cendana
Corresponding Author: evamarduardhabadjingi04@gmail.com

Received:15th September, 2025 Accepted: 24th September, 2025

ABSTRACT

Corn is one of the main food crops cultivated by the community in Nadawawi Village. The main problem faced by corn farmers in Nadawawi Village, West Sabu District, Sabu Raijua Regency, lies in the marketing process of their corn production. The marketing locations are approximately 7 km away, causing farmers to spend relatively high transportation costs, ranging from IDR 25,000 to IDR 50,000, while also making them highly dependent on marketing institutions such as traders. Therefore, this study aimed to: (1) identify the corn marketing channels in Nadawawi Village, West Sabu District, Sabu Raijua Regency; (2) determine the marketing margin and farmer's share of corn in Nadawawi Village; and (3) determine the level of corn marketing cost efficiency in the study area. The results show that most corn farmers were of productive age, predominantly male, had a relatively low educational level, had more than ten years of farming experience, had small household dependents, and mostly cultivated land areas of less than 0.5 ha. Two marketing channels were identified: channel I, farmers sell directly to consumers, and channel II, farmers sell to retailers, who then sell to consumers. No marketing margin was found in channel I, while the margin in channel II was IDR 3,200/kg. The farmer's share was 100% in channel I and 61% in channel II. Marketing cost efficiency was 7.78% in channel I and 3.16% in channel II, indicating that channel II was the most efficient marketing channel.
Keywords: corn, marketing, margin, farmer's share, efficiency

ABSTRAK

Jagung merupakan salah satu tanaman pangan yang dikelolah oleh masyarakat di Desa Nadawawi. Permasalahan yang sering dihadapi oleh petani jagung di Desa Nadawawi Kecamatan Sabu Barat Kabupaten Sabu Raijua adalah dalam proses penjualan dari hasil produksi jagung dengan lokasi pemasaran yang jauh 7 KM sehingga petani harus mengeluarkan biaya transportasi yang tinggi sebesar Rp. 25.000 sampai Rp. 50.000, dan petani sangat bergantung pada lembaga pemasaran seperti pedagang. Oleh karena itu, penelitian ini bertujuan untuk: (1) Mengetahui saluran pemasaran jagung di Desa Nadawawi Kecamatan Sabu Barat Kabupaten Sabu Raijua (2) Mengetahui marjin pemasaran dan *Farmer's share* jagung di Desa Nadawawi Kecamatan Sabu Barat Kabupaten Sabu Raijua (3) Mengetahui besar efisiensi biaya pemasaran jagung di Desa Nadawawi Kecamatan Sabu Barat Kabupaten Sabu Raijua.

Hasil penelitian ini menunjukkan bahwa mayoritas petani jagung secara keselurahan berada pada umur produktif, jenis kelamin laki-laki 45 orang paling banyak dibandingkan perempuan 8 orang, berpendidikan rendah (SD), memilki pengalaman >10 tahun, rata-rata tanggungan keluarga kecil berkisaran 1-3 orang, luas lahan petani lebih banyak berada pada <0,5 Ha. Terdapat 2 saluran pemasaran yaitu petani menjual kepada konsumen dan petani menjual kepada pedagang pengecer lalu pedagang pengecer menjual kepada konsumen. Tidak terdapat margin pada saluran pemasaran I dan margin pada saluran pemasaran II 3.200, *Farmer's Share* pada saluran pemasaran I 100% dan pada saluran pemasaran II 61% dan efisensi biaya pemasaran pada saluran pemasaran I 7,78% sedangkan pada saluran pemasaran II 3,16% sehingga nilai paling efisien berada pada saluran pemasan II.
Kata Kunci: Jagung, Pemasaran, Margin, *Farmer's Share,* Efisiensi

INTRODUCTION

Indonesia is one of the developing countries in which a large proportion of the population depends on agriculture as a primary livelihood. The agricultural sector has a very important role in the national economy, as reflected in the number of people and workers who live and work in agriculture (Adjid, 2020).

Agriculture is important in Indonesia because it contributes significantly to economic growth and farmer welfare. The agricultural sector functions as a source of basic necessities, clothing and housing materials, and employment opportunities. Based on Indonesia's GDP in 2023, the agricultural sector contributed 2.26% to national income. Economic growth and farmer welfare depend on farmers' income levels and the benefits obtained from agricultural activities. Agriculture can also become the foundation for rural economic development through agricultural and agro-industrial enterprises (Soeharjo, 2021).

According to Statistics Indonesia (BPS), corn production in Indonesia in 2021 reached 13,414,921.72 tons from 2,328,059.75 ha of land, with productivity of 57.62 quintals/ha. In 2022, production increased to 16,527,272.61 tons, with a harvested area of 2,764,366.20 ha and productivity of 59.75 quintals/ha. In 2023, corn production decreased to 14,774,432.52 tons, with the harvested area declining to 2,476,090.93 ha, while productivity was 59.67 quintals/ha.

East Nusa Tenggara (NTT) is one of the Indonesian provinces with substantial potential in agriculture, particularly corn production. According to BPS data, in 2021 corn production in NTT reached 750,166 tons with a harvested area of 290,664 ha, while Sabu Raijua Regency produced 9,487 tons from 2,868 ha. In 2022, corn production in NTT declined to 698,023 tons with a harvested area of 280,502 ha.

Sabu Raijua Regency, located in East Nusa Tenggara Province, has strong agricultural potential, especially for corn production. In 2022, corn production in Sabu Raijua Regency declined to 8,038 tons from 2,785 ha, with productivity of 2.886 tons/ha. In 2023, production in NTT declined further to 648,305 tons from 259,940 ha, with productivity of 2.494 tons/ha, while Sabu Raijua Regency produced 6,214 tons from 2,143 ha, with productivity of 2.900 tons/ha. According to the Sabu Raijua Regency Agriculture Office, the decline in production was caused by reduced land area due to land-use conversion, with the harvested area decreasing from 2,868 ha in 2021 to 2,143 ha in 2023.

In West Sabu District, corn production in 2021 reached 5,892.89 tons from 1,178.58 ha, while Nadawawi Village produced 1,775.9 tons from 60 ha. In 2022, production in West Sabu District increased to 7,363.2 tons from 1,472.64 ha, and production in Nadawawi Village also increased to 6,158.09 tons from 70 ha. However, in 2023 production in West Sabu District decreased to 4,946.07 tons from 989.21 ha, while production in Nadawawi Village decreased to 3,806.2 tons from 90 ha.

Nadawawi Village is one of the villages located in West Sabu District, Sabu Raijua Regency. The main problem frequently encountered by corn farmers in Nadawawi Village is the sale of corn production because marketing locations are located approximately 7 km away. This condition requires farmers to spend relatively high transportation costs, ranging from IDR 25,000 to IDR 50,000, while farmers are also highly dependent on marketing institutions such as traders. This situation may lead to differences in marketing margins between farmers and marketing institutions. Corn selling prices are also fluctuating, with the lowest price at IDR 5,000/kg and the highest price at IDR 10,000/kg. In addition, marketing channels can be relatively long, market information networks are still weak, and marketing cost efficiency has not been clearly identified. Based on this background, this study was conducted under the title Marketing Analysis of Dry Shelled Corn in Nadawawi Village, West Sabu District, Sabu Raijua Regency.

METHODS

This study was conducted in Nadawawi Village, West Sabu District, Sabu Raijua Regency. Data collection was carried out from June to July 2025. The respondents were corn farmers in Nadawawi Village who cultivated and marketed corn. The sample size was determined using the Taro Yamane (1967) formula with an error tolerance of 10%. Based on this calculation, 53 corn farmers were selected as respondents. In addition, five retailers were included as respondents because they met the criteria of having large purchasing volumes from farmers and large sales volumes.

To answer the first objective, namely identifying corn marketing channels, descriptive analysis was used. To answer the second objective, namely determining marketing margins and farmer's share, and the third objective, namely determining marketing efficiency, quantitative marketing analysis was applied.

Marketing Margin

According to Widiastuti and Harisudin (2013), the marketing margin of each marketing institution is calculated using the following formula:

$$Mp = Pr - Pf$$

where Mp is the marketing margin (IDR/kg), Pr is the price at the consumer level (IDR/kg), and Pf is the price at the producer level (IDR/kg).

Farmer's Share

Farmer's share refers to the proportion of the price paid by consumers that is received by farmers as compensation for their farming activities. According to Widyantara (2018), farmer's share is calculated by comparing the price received by farmers with the price paid by final consumers. A farmer's share above 60% indicates an efficient marketing system, while a farmer's share of 60% or less indicates an inefficient marketing system.

Marketing Cost Efficiency

According to Roesmawaty (2011), marketing efficiency in each marketing channel is calculated by comparing total marketing costs with the consumer-level price. The decision criteria are as follows: 0-33% = efficient, 34-67% = less efficient, and 68-100% = inefficient.

RESULT AND DISCUSSION

Respondent Characteristics

This study was conducted in Nadawawi Village with a sample of 53 corn farmers and five retailers. The characteristics described include age, sex, education level, farming or trading experience, family dependents, and land area.

Age influences farmers' maturity, thinking ability, and work capacity. In general, young and healthy farmers have stronger physical capacity and are relatively more receptive to new innovations compared with older farmers. Older farmers tend to be more conservative in responding to technological changes, whereas younger farmers tend to adopt new innovations more easily (Soekartawi, 2011). Most farmer respondents were aged 15-64 years, totaling 49 people, while four respondents were older than 64 years. This indicates that most corn farmers in Nadawawi Village are in the productive age group. Productive-age farmers are considered dynamic, creative, and faster in accepting technological innovation, which can support more efficient cultivation and increase production and marketing output (Susanti, 2016). Retailer respondents were also in the productive age range of 15-64 years, indicating their potential to conduct trading activities more efficiently and effectively.

In terms of sex, 45 farmer respondents were male and eight were female. Among retailers, four were male and one was female. The dominance of male respondents reflects the strong involvement of men in corn cultivation and trading activities in the study area.

Education level is a formal learning stage designed to develop individual potential. According to Azyumardi Azra (2020), education develops abilities, attitudes, and behavior for present and future life, both through organized and non-organized institutions. Most farmer respondents had completed senior high school, totaling 23 people or 43%, while the lowest number had university-level education, totaling three people or 6%. No farmer respondent was categorized as having no education. Among retailers, four respondents or 80% had completed senior high school, while one respondent or 20% had completed junior high school.

Farming experience can be used as an indicator of farm development capacity. The longer a farmer has been engaged in farming, the more experience, skills, and habits they develop in farm management. Most respondents, namely 35 farmers or 66%, had more than ten years of farming experience, indicating that most respondents were experienced corn farmers. According to Soehardjo (2007), farming experience can be categorized into less experienced (<5 years), moderately experienced (5-10 years), and experienced (>10 years). Most retailers had trading experience of 5-10 years, while one retailer had more than ten years of experience.

Family dependents refer to household members who are financially dependent on a person's income. According to BPS (2017), family dependents can be categorized as small (1-3 people), medium (4-6 people), and large (>6 people). Most farmer respondents, or 70%, were categorized as having small family dependents, while 28% had medium dependents and 2% had large dependents. Among retailers, four respondents or 80% had medium family dependents and one respondent or 20% had small family dependents.

Land area is the size of the agricultural area managed by farmers and is a factor that can determine the level of corn production. According to BPS (2018), land area is categorized as narrow (<0.5 ha), medium (0.5-0.99 ha), and large (>1 ha). Most farmer respondents in Nadawawi Village cultivated narrow land areas of less than 0.5 ha, totaling 52 farmers, while only one farmer cultivated land of 0.5-0.99 ha. This indicates that most farmers in the study area are small-scale farmers. According to Abdul et al. (2018), farmers with small land areas tend to be careful and effective in applying new innovations because failure may directly reduce their marketing income.

Corn Marketing Channels

Marketing channels refer to the pathways followed by marketing institutions in distributing products from farmers to consumers. According to Kotler (2002), a marketing channel is a series of mutually dependent organizations involved in the process of making a product or service available for use or consumption. Marketing channels influence the amount of marketing costs and the price paid by consumers.

According to Rizal (2020), marketing channels are divided into channels for consumer goods and production goods. Corn is a consumer good, and its marketing can include direct distribution without intermediaries, one-level distribution involving retailers, two-level distribution involving wholesalers and retailers, and three-level distribution involving wholesalers, collectors, and retailers.

Based on the study in Nadawawi Village, West Sabu District, Sabu Raijua Regency, farmers used two marketing channels: (1) farmers sell directly to consumers; and (2) farmers sell to retailers, and retailers sell to consumers. This marketing pattern is consistent with the findings of Rahayu et al. (2025), who stated that most corn farmers use two to three marketing channels, including direct channels and channels involving retailers.

Figure 1. Corn marketing channels in Nadawawi Village

Channel I: Farmers/Producers (5,760 kg) -> Final consumers
- Consumers at home: 1,855 kg
- Consumers in markets: 1,855 kg

Channel II: Farmers/Producers (2,050 kg) -> Retailers -> Final consumers

Corn marketing in Nadawawi Village consists of two main channels. Of the 53 sample farmers, 37 farmers used marketing channel I and 16 farmers used marketing channel II. In channel I, farmers sold corn directly to final consumers at Nataga Market, located 6 km away, and Hede Market, located 7 km away, at an average selling price of IDR 6,375/kg. This pattern shows that most farmers chose to sell directly to the market in order to obtain a higher price.

In addition to selling in the market, some farmers also sold corn to consumers who came directly to their homes, at an average price of IDR 5,200/kg. Home consumers were local buyers who purchased corn in certain quantities without market transactions. Although this mechanism was more practical for farmers because no marketing costs were incurred, the price received was lower. This commonly occurred when farmers needed cash quickly to meet household needs or children's education expenses, weakening their bargaining position. This difference in mechanisms was one of the main causes of price variation between home and market sales.

In channel II, farmers sold corn to retailers at an average price of IDR 5,000/kg. Five retailers were involved in the marketing of dry shelled corn. One retailer sold corn to final consumers at Hede Market, approximately 1 km away, while four retailers sold corn to final consumers at Nataga Market, approximately 2 km away, at an average selling price of IDR 8,200/kg. This pattern shows that retailers acted as intermediaries who bore most of the marketing costs and therefore set higher selling prices at the consumer level.

Differences in selling prices between farmers who sold directly to markets, farmers who sold at home, and farmers who sold to retailers were influenced by farmers' economic needs and marketing cost structures. Farmers who sold at lower prices were generally in urgent need of cash and accepted the offered price without further negotiation. Meanwhile, sales to retailers tended to provide lower prices to farmers because retailers incurred transportation costs and bore marketing risks. Thus, price variations reflected differences in cost, risk, and bargaining power among actors in the corn marketing channels in Nadawawi Village.

Marketing Functions

Marketing agricultural commodities involves several marketing functions that must be performed by each marketing institution to increase the utility value of agricultural products. These functions were carried out by institutions involved in corn marketing, namely farmers, retailers, and final consumers. The marketing functions generally performed in Nadawawi Village are presented in Table 1.

Table 1. Marketing Functions

Marketing channel/institution	Sale	Purchase	Transport	Storage	Sorting	Risk	Cost	Market information
Farmers	√	-	√	√	√	√	√	√
Retailers	√	√	√	√	√	√	√	√
Final consumers	-	√	-	-	-	-	-	√

Note: √ = performs the marketing function; - = does not perform the marketing function.

Farmers in Nadawawi Village performed an exchange function through selling. Most farmers, amounting to 69.8%, sold corn directly to consumers at average prices ranging from IDR 5,200/kg to IDR 6,375/kg, while 30.2% sold to retailers at an average price of IDR 5,000/kg. Corn sales from farmers to retailers and consumers were conducted through retail transactions in kilograms. Farmers also performed physical functions, including transportation of corn to storage places, and standardization by determining measurement units as the basis for quality comparison. Facility functions performed by farmers included grading, which consisted of sorting, cleaning, separating kernels from cobs, and drying before sale. Risks included unsold products due to limited storage duration, forcing some farmers to lower selling prices. Costs included all expenses incurred for transportation and storage. Market information consisted of price information desired by consumers.

Retailers performed exchange functions through buying and selling. Retailers purchased corn from farmers and resold it to consumers, with an average purchase volume of 1,281 kg from five retailers. Retailers sold corn at an average price of IDR 8,200/kg to consumers. Physical functions performed by retailers included transportation and storage. Retailers transported corn from farmers using their own vehicles and stored corn safely after purchase, particularly when it was not sold immediately. Facility functions performed by retailers included risk bearing, cost management, and market information provision. Risks faced by retailers included storage in humid places and fluctuating corn prices. Costs included storage and other purchasing-related expenses. Retailers also provided market price information from farmers to consumers and vice versa.

Consumers performed the exchange function through purchasing. In this case, consumers purchased corn from retailers or directly from farmers. In the facility function, consumers incurred costs when buying corn and obtained market information regarding prices.

Marketing Costs, Marketing Margin, Marketing Profit, and Farmer's Share

The flow of products from farmers or producers to consumers requires costs. Marketing costs increase product prices, and the longer the marketing chain, the higher the costs incurred. The magnitude of marketing costs incurred by farmers is important because it determines the portion of the consumer price that farmers ultimately receive. Therefore, farmers and marketing institutions compare the income received with the costs incurred. Costs incurred by farmers in marketing activities include transportation costs from residence to retailers and markets, as well as costs for selling to consumers. Marketing institutions incur costs such as transportation, market fees, storage, and packaging.

Marketing margin is the difference between the price paid by consumers and the price received by producers (Widiastuti and Harisudin, 2013). Farmer's share refers to the portion of the consumer price received by farmers for their own farming activities. The analysis of costs, marketing margins, marketing profits, and farmer's share in the study area is presented in Table 2.

Table 2. Marketing Costs, Marketing Margin, Marketing Profit, and Farmer's Share in Channels I and II

Marketing channel	Marketing institution	Purchase price (IDR/kg)	Selling price (IDR/kg)	Marketing cost (IDR/kg)	Price portion received (IDR/kg)	Margin (IDR/kg)	Farmer's share (%)
I	Farmers (home sales)	-	5,200	102.1	5,098	0	100
I	Consumers I	5,200	-	-	-	0	100
I	Farmers (market sales)	-	6,375	494.6	5,880	0	100
I	Consumers II	6,375	-	-	-	0	100
II	Farmers	-	5,000	-	-	-	-
II	Retailers	5,000	8,200	259.02	2,941	3,200	61
II	Consumers	8,200	-	-	-	-	-

As shown in Table 2, in marketing channel I farmers sold corn directly to final consumers in the market at an average price of IDR 6,375/kg. The average price set by farmers when selling corn at home was IDR 5,200/kg. Costs incurred by farmers when selling corn at home included labor costs of IDR 27/kg and packaging costs of IDR 75/kg. Meanwhile, costs incurred by farmers when selling corn in the market included labor costs of IDR 101.2/kg, transportation costs of IDR 403/kg, and packaging costs of IDR 134/kg. Therefore, the total marketing costs incurred by farmers for home and market sales were IDR 596.7/kg. No marketing margin occurred in channel I. The price portion received by farmers when selling at home was IDR 5,098/kg, while the portion received by farmers when selling in the market was IDR 5,880/kg, with a farmer's share of 100%.

In marketing channel II, farmers sold their production to retailers at an average price of IDR 5,000/kg. Retailers then sold corn in markets or at home at an average price of IDR 8,200/kg. Costs incurred by retailers included transportation costs of IDR 183/kg, market retribution costs of IDR 13/kg, packaging costs of IDR 38/kg, and security costs of IDR 25/kg, resulting in total costs of IDR 259.02/kg in channel II. In this channel, the marketing margin was IDR 3,200/kg for retailers. The farmer's share was 61%, and the profit received by retailers was IDR 2,941.0/kg.

The difference in selling prices between marketing channel I and channel II occurred because in channel I farmers sold corn directly to consumers in markets such as Hede Market and Nataga Market, thereby including the costs they incurred in determining the price. In channel II, farmers sold corn to retailers at IDR 5,000/kg because retailers came directly to farmers' locations. Farmers also sold to retailers because they needed cash for children's school fees and household needs, and because they had established trading relationships with retailers.

Marketing Cost Efficiency

Marketing efficiency is the ratio between marketing costs and selling price. Efficiency is often used to assess the performance of the marketing process for a commodity (Harafiah and Saefudin, 1986). Corn marketing in Nadawawi Village in 2025 involved two marketing channels: first, farmers sold directly to final consumers; second, farmers sold to retailers, who then sold to final consumers.

Table 3. Marketing Cost Efficiency Level

Marketing channel	Marketing institution	Purchase price (IDR/kg)	Selling price (IDR/kg)	Marketing cost (IDR/kg)	Efficiency (%)
I	Farmers (home sales)	-	5,200	102.1	0.02
I	Consumers I	5,200	-	-	-
I	Farmers (market sales)	-	6,375	494.6	7.76
I	Consumers II	6,375	-	-	-
II	Farmers	-	5,000	-	-

Marketing channel	Marketing institution	Purchase price (IDR/kg)	Selling price (IDR/kg)	Marketing cost (IDR/kg)	Efficiency (%)
II	Retailers	5,000	8,200	259.02	3.16
II	Consumers	8,200	-	-	-

Table 3 shows that the marketing cost efficiency values varied across marketing channels. This finding is consistent with Purwanto et al. (2024), who stated that corn marketing channels with efficiency values below 33% are categorized as efficient and provide better benefits to farmers.

In marketing channel I, the efficiency value for farmers selling corn at home was 0.02%, while the efficiency value for farmers selling corn in the market was 7.76%. Thus, the total efficiency value in channel I was 7.78%. In channel II, the efficiency value was 3.16%. The most efficient channel was channel II because the costs incurred were lower than those in channel I.

The price difference between channel I and channel II occurred because in channel I farmers sold corn directly to consumers at Hede and Nataga markets, so they included their marketing costs in the selling price. In channel II, farmers sold corn to retailers at IDR 5,000/kg because retailers came directly to farmers' homes, and farmers often needed immediate cash for school fees, household needs, and because they had regular relationships with retailers.

According to Soekartawi (1995), marketing cost efficiency is calculated by comparing total marketing costs with the consumer-level price. The decision criteria are 0-33% = efficient, 34-67% = less efficient, and 68-100% = inefficient. Based on these criteria, both marketing channel I and channel II can be categorized as efficient because their values were below 34%, namely 7.78% for channel I and 3.16% for channel II.

Firani et al. (2020), in their study entitled Marketing Analysis of Hybrid Corn in Rogo Village, South Dolo District, Sigi Regency, identified two marketing channels: farmers-retailers-consumers and farmers-collectors-retailers-consumers. The highest marketing margin was found in channel II at IDR 4,900. The efficiency value in channel I was 0.33%, while in channel II it was 0.37%, making channel I the most efficient in that study. The findings of this study differ slightly from those of Firani et al. (2020). In Nadawawi Village, channel I had an efficiency value of 7.78% and channel II had 3.16%, whereas in Rogo Village, channel I had 0.33% and channel II had 0.37%. Differences in marketing efficiency across locations indicate that marketing distance, infrastructure conditions, and distribution costs strongly influence the efficiency of corn marketing (Rahayu et al., 2025). Based on the criteria of Soekartawi (1995), the most efficient channel in Nadawawi Village was channel II, with an efficiency value of 3.16%.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results and discussion, the conclusions of this study are as follows:

1. There are two marketing channels in Nadawawi Village. The first channel is farmers selling directly to consumers, while the second channel is farmers selling to retailers, who then sell to consumers.
2. In marketing chanel I, there is no marketing margin because farmers sell corn directly to final consumers. Meanwhile, the marketing margin in channel II is IDR 3,200/kg. The farmer's share in channel I is 100%, while the farmer's share in channel II is 61%. Marketing cost efficiency is 7.78% in channel I and 3.16% in channel II, indicating that the most efficient marketing channel is channel II.

Recommendation

Based on the research findings and discussion, the following suggestions are proposed:

1. Farmers are advised to continue increasing production, choose more efficient marketing channels, and continue selling harvests in the form of dry shelled corn in order to increase farmer income.
2. The government should continue to provide guidance related to marketing and improve supporting infrastructure to reduce distribution costs, which have been a major obstacle for farmers.
3. Future researchers are expected to use this study as an information source and reference for expanding similar or different research topics.

REFERENCES

Adjid. (2020). Peran sektor pertanian dalam perekonomian nasional. Jakarta: Departemen Pertanian.
Azra, A. (2020). Pendidikan untuk kehidupan masa kini dan masa depan. [Educational book/text reference].
Badan Pusat Statistik. (2021). Produksi jagung Indonesia. Badan Pusat Statistik.
Badan Pusat Statistik. (2022). Produksi jagung Provinsi Nusa Tenggara. Badan Pusat Statistik.
Badan Pusat Statistik. (2022). Kabupaten Sabu Raijua. Badan Pusat Statistik.
Dinas Pertanian Kabupaten Sabu Raijua. (2023). Data produksi dan luas lahan jagung Kabupaten Sabu Raijua.
Firani, F., Siregar, A., & Putra, A. (2020). Analisis pemasaran jagung hibrida di Desa Rogo, Kecamatan Dolo Selatan, Kabupaten Sigi. Jurnal Agribisnis, 8(2), 145-158.
Harafiah, H., & Saefudin, S. (1986). Efisiensi pemasaran komoditas pertanian.
Purwanto, et al. (2024). Analisis efisiensi pemasaran jagung di Kecamatan Sitiung, Dharmasraya. Jurnal Ilmu Ekonomi dan Manajemen, 10(3), 101-114.
Rahayu, et al. (2025). Analysis of marketing margins and farmers' share on corn in Sigi Regency. Carakatani Journal, 12(1), 78-92.
Rizal, R. (2020). Saluran pemasaran barang konsumsi dan barang produksi.
Roesmawaty, A. (2011). Analisis efisiensi pemasaran komoditas jagung di Indonesia. Agribusiness Journal, 12(1), 67-75.
Widiastuti, W., & Harisudin, M. (2013). Analisis margin dan efisiensi pemasaran produk pertanian. Jurnal Sosial Ekonomi Pertanian, 5(1), 30-42.
Widyantara, W. (2018). Analisis farmer's share dalam pemasaran hasil pertanian.