SORGHUM MARKETING SYSTEM AT DESA KAWALELO, KECAMATAN DEMON PAGONG, KABAUPATEN FLORES TIMUR
(Sistem Pemasaran Sorgum di Desa Kawalelo, Kecamatan Demon Pagong, Kabupaten Flores Timur)

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ABSTRACT

The marketing system of sorghum commodities plays an important role in improving farmers' welfare, especially in areas where sorghum is considered a leading commodity. This study aims to identify the various constraints faced by farmers in marketing their sorghum production and to analyze the marketing system using the Structure, Conduct, and Performance (SCP) approach in Kawalelo Village, Demon Pagong District, East Flores Regency. The method used in this study is a quantitative descriptive approach with a survey technique involving 58 respondents consisting of farmers and marketing institutions. Data were collected through interviews, field observations, and documentation.

The results show that sorghum production has increased from year to year; however, this increase has not been accompanied by an optimal marketing system. The existing marketing channels involve several actors, namely farmers, collectors, and retailers. The marketing functions carried out include buying, selling, transportation, and storage activities. The main constraints faced by farmers include limited access to markets, high dependence on intermediaries, and the relatively simple marketing system applied. In addition, the high marketing margins and the low share of prices received by farmers (farmer's share) result in relatively low farmer income. Therefore, the sorghum marketing system in the study area is considered inefficient and requires improvements, such as strengthening farmer institutions, expanding market access, and increasing efficiency in the marketing chain.

Keywords: Farmer's Share, Marketing Margin, Marketing System, SCP, Sorghum

ABSTRAK

Sistem pemasaran komoditas sorgum memegang peranan penting dalam meningkatkan kesejahteraan petani, khususnya di wilayah yang menjadikan sorgum sebagai komoditas unggulan. Penelitian ini bertujuan untuk mengidentifikasi berbagai kendala yang dihadapi petani dalam memasarkan hasil produksi sorgum serta menganalisis sistem pemasarannya menggunakan pendekatan Struktur, Perilaku, dan Kinerja (SCP) di Desa Kawalelo, Kecamatan Demon Pagong, Kabupaten Flores Timur. Metode yang digunakan adalah pendekatan deskriptif kuantitatif dengan teknik survei yang melibatkan 58 responden, yang terdiri dari petani dan lembaga pemasaran. Pengumpulan data dilakukan melalui wawancara, observasi lapangan, dan dokumentasi.

Hasil penelitian menunjukkan bahwa produksi sorgum mengalami peningkatan dari tahun ke tahun; namun, peningkatan tersebut belum dibarengi dengan sistem pemasaran yang optimal. Saluran pemasaran yang ada melibatkan beberapa pelaku, yaitu petani, pedagang pengumpul, dan pengecer. Fungsi pemasaran yang dijalankan meliputi kegiatan pembelian, penjualan, pengangkutan, dan penyimpanan. Kendala utama yang dihadapi petani antara lain terbatasnya akses pasar, ketergantungan yang tinggi terhadap perantara, serta sistem pemasaran yang diterapkan masih tergolong sederhana. Selain itu, tingginya margin pemasaran dan rendahnya proporsi harga yang diterima petani (*farmer's share*) menyebabkan pendapatan petani relatif rendah. Oleh karena itu, sistem pemasaran sorgum di wilayah penelitian dinilai belum efisien dan memerlukan perbaikan, seperti penguatan kelembagaan petani, perluasan akses pasar, serta peningkatan efisiensi dalam rantai pemasaran.

Kata kunci: Farmer's Share, Margin Pemasaran, Sistem Pemasaran, SCP, Sorgum

INTRODUCTION

The agricultural sector is a key pillar of regional development, particularly as reflected in the Gross Regional Domestic Product (GRDP) of East Nusa Tenggara. Data from the Central Statistics Agency (BPS) of East Nusa Tenggara (NTT) for 2024 indicates that in 2024, the agricultural sector contributed 28.87% to the formation of NTT's RDP and absorbed 49.06% of the labor force; this demonstrates that the agricultural sector remains a priority in the development of the NTT region (BPS NTT, 2024). Agricultural commodities are a vital sector in Indonesia's economy, particularly in rural areas where the majority of the population relies on this sector. In various regions, numerous crop types serve as a livelihood source, one of which is sorghum. The sorghum plant (Sorghum bicolor L) is known for its ability to survive in areas with low rainfall and poor soil. Therefore, sorghum has great potential as an alternative food and livestock feed, as well as a leading commodity in agricultural development in certain regions.

According to data from the Central Statistics Agency (BPS), sorghum production in NTT Province in 2020 totaled 51,720 metric tons, with a harvested area of 28,710 hectares. Sorghum development in NTT has been initiated in East Flores Regency; data indicates that sorghum production from 2017 to 2021 has increased, with total sorghum production in 2021 reaching 2,732 tons[3]. Based on the figure "Harvested Area and Sorghum Production in Flotim, NTT" (Aran 2021), it is evident that the harvested area and sorghum production in East Flores have increased year by year. This trend indicates that sorghum holds significant potential to be further developed as a flagship commodity in the region. Sorghum is not only a staple for daily consumption but is also widely cultivated in East Nusa Tenggara (NTT). Data indicates that Kawalelo Village in East Flores Regency is one of the areas with high sorghum productivity. This means East Flores Regency plays a crucial role in supplying sorghum to the region. This highlights significant potential for developing horticultural agriculture, particularly sorghum, there. High productivity is influenced by existing marketing channels. Therefore, it is important to combine efficient agricultural management with sound marketing strategies so that East Flores Regency can maintain or increase sorghum production and improve the welfare of farmers in the area. Based on data from Luas Pane.

Based on sorghum production data in Demon Pagong Subdistrict over the past four years (2020–2023), there has been a clear upward trend year over year from 2020 to 2023. The area of land used for sorghum cultivation has also increased, starting at 38 hectares in 2020 and rising to 60 hectares in 2023. This increase in cultivated area was accompanied by a rise in production from 77 tons to 138 tons in 2023. Sorghum crop productivity also improved, rising from 20.35 tons per hectare in 2020 to 23 tons per hectare in 2023. These data confirm that Demon Pagong Subdistrict continues to develop its agricultural potential, particularly in sorghum, with increasingly productive yields each year. Kawalelo Village is one of the primary target villages for sorghum development in NTT. The sorghum cultivated in this village is used as a food ingredient; in Kawalelo Village, most sorghum farmers sell their harvests through middlemen who often take substantial profits. This results in farmers not receiving a fair price, even though they have worked hard to plant and care for the sorghum. Additionally, a lack of understanding regarding efficient marketing mechanisms and limited access to broader markets further weakens the economic situation of the farmers in Kawalelo Village.

According to a study conducted by Nugroho and Hidayat (2022), in "Development of Agricultural Commodity Marketing Systems in Rural Areas," inefficient marketing can lead to price instability that affects farmers' incomes. The study also highlights the importance of the government and relevant stakeholders in building better marketing infrastructure for local agricultural commodities. Similarly, research conducted by Adi (2021) states that a fragmented market structure and the lack of market information are two main factors hindering development. A poor marketing system is not only a problem for farmers but also impacts the overall stability of the rural economy. One factor influencing the marketing system is farmers' limited access to market information and broader distribution networks. Many farmers in Kawalelo Village are not yet accustomed to modern marketing practices that are more open and transparent, so they tend to stick together. Based on sorghum production data in Demon Pagong Subdistrict over the past four years (2020–2023), there is a clear upward trend from year to year during the 2020–2023 period. The area of land used for sorghum cultivation has also increased, starting from 38 hectares in 2020 and rising to 60 hectares in 2023. This increase in cultivated

area has been accompanied by a rise in production from 77 tons to.

This study aims to identify the challenges faced by farmers in marketing sorghum in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency. Additionally, this study aims to analyze the sorghum marketing system using the Structure, Conduct, and Performance (SCP) approach in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency.

RESEARCH METHODS

This study was conducted in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency, from September to October 2025. The location was selected purposively, given that the area is a center for sorghum production and the majority of its residents are sorghum farmers. The research method employed was a survey using both quantitative and qualitative descriptive approaches. The population in this study consisted of all 43 sorghum farmers in Kawalelo Village, all of whom were included in the sample (saturation sampling/census). Additionally, there were 15 respondents from marketing institutions, comprising village collectors, inter-island traders, and retailers, selected using snowball sampling. The types of data used consist of primary and secondary data. Primary data were obtained through direct interviews with respondents using a questionnaire, while secondary data were obtained from relevant agencies, literature, and other sources relevant to the study. Data collection techniques included observation, interviews, and documentation. Observation involved directly observing field conditions; interviews were conducted with respondents to obtain necessary information; and documentation was used to supplement the research data. Data analysis was conducted using descriptive qualitative and quantitative methods with a Structure, Conduct, and Performance (SCP) approach.

RESULTS AND DISCUSSION

1. Challenges

Based on the results of a study conducted in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency, farmers face several significant challenges in marketing sorghum, such as:

1. Limited Market Price Information
   Farmers lack adequate information regarding sorghum prices in the broader market, primarily due to their reliance on information from grain collectors. In Kawalelo Village, there is one grain collector whom the farmers have trusted since the introduction of sorghum; he was directly approached by the Yasnpansel Foundation and has since been collaborating with Mitra Java Bali to participate in initiatives aimed at improving information flow. This situation weakens farmers' bargaining power, and selling prices are often dictated by the collector. With a selling price of Rp 10,000/kg, farmers feel this price is too low, given that the purchase price from inter-island traders to the village collector is Rp 15,000/kg—especially since farmers also bear their own transportation costs. Research by Nurul Dyah Prasmawati et al. (2021) indicates that limited market price information constitutes a marketing constraint that influences the decisions of farmers and traders in setting the selling price of food products.
2. Lack of Sorghum Processing Equipment
   When sorghum was first introduced in 2014 under the auspices of the Yaspansel Foundation, they provided sorghum farmers with sorghum processing equipment. However, by the end of 2023 and into early 2024, they reclaimed the equipment, citing their intention to establish a sorghum farming business in Lembata Regency. This left farmers without processing equipment, preventing them from selling their produce in processed forms; sorghum is now sold only as raw grain without further processing, such as milling into flour. Based on previous research by Puspita Deswanti (2021) titled "Sorghum: Technological Innovation and Development," the findings indicate that while sorghum holds potential as a source of food, feed, and bioenergy, its development faces challenges, such as the lack of adequate processing technology.
3. High Transportation Costs

He distance from farmers' homes to the Larantuka City market is quite far, about 30 kilometers. This distance can be covered in 30 minutes by motorcycle, at a cost of around Rp 50,000. However, if using public transportation or other four-wheeled vehicles, the cost can reach Rp 150,000. These relatively high costs lead farmers to prefer selling their harvest to village collectors, where prices are set by the collectors. Research by Abdullah Muhlis et al. (2024) indicates that sorghum marketing faces several challenges, including price uncertainty, limited market access, unstable partnerships, lower competitiveness compared to other food commodities, and high transportation costs.

2. Marketing of Sorghum from an SCP Perspective

SCP (Structure, Conduct, and Performance) consists of three main categories used to analyze market structure and the level of competition within it. Market structure influences the behavior of firms operating within that market, and together these factors determine the overall performance of the market system. Structure, Conduct, and Performance is an analytical framework used to examine market structure and the behavior of sellers, as well as how the diversity of goods and services affects market efficiency and, in turn, impacts the overall social welfare of society. More specifically, the SCP concept is outlined as follows:

1) Market Structure

1. Marketing Agency

Based on interviews with marketing entities, the identified marketing entities include farmers (43 people) with an average age range of 15–70 years, village collectors (10 people) with an age range of 50–65 years, an inter-island trader (1 person) aged 67, and retail traders (4 people) with an age range of 50–65 years. Each group has its own distinct functions, such as: Farmers are those whose primary role is to engage in sorghum farming activities and also to market sorghum. Collectors are individuals who play a role

in supplying larger quantities of sorghum to be sold to other traders. Inter-island traders are parties who purchase products from collectors and then sell them to retailers or consumers both within and outside the city, in the form of whole stalks or grains. Retailers are individuals who provide goods in specific forms, at specific times, and in specific locations according to consumer preferences. Typically, their marketing volume is limited, so the quantity sold is also limited. Retailers themselves are marketing entities that own and control the goods.Saluran Pemasaran.

Based on the research conducted, the sorghum marketing pattern in Kawalelo Village is as follows:

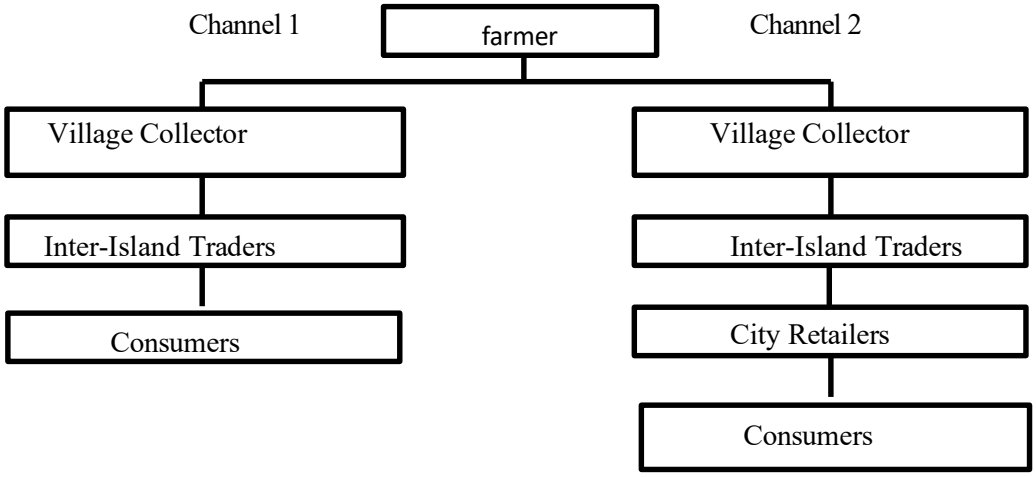

Image 1. Sorghum Marketing Channels in Kawalelo Village

From the diagram above, it can be concluded that the sorghum marketing channel in Kawalelo Village begins with the farmers. Channel 1 = Farmers —> Village Collectors —> Inter-island Traders —> Consumers. Channel 2 = Farmer —> Village Collector —> Inter-island Trader —> City Retailer —> Consumer. In Channel 1, when farmers harvest their crops, they sell directly to the village collector from the village itself. Farmers typically sell sorghum at a price of Rp 10,000/kg to the village collector in the form of whole heads or grains. Afterward, the village collector transports the crop to the inter-island trader located in Wailolong Village, Ile Mandiri Subdistrict, East Flores Regency, at a price of Rp 15,000/kg. When the sorghum reaches the inter-island trader, it is shipped off the island in the form of whole stalks at a price of Rp 20,000/kg. It is usually shipped out of the region in tons, at the same price, to retailers in the city of Larantuka, namely Rp 20,000/kg.

In Channel II, when farmers harvest their crops, they sell them directly to village collectors from their own village. Farmers typically sell sorghum for Rp 10,000/kg to village collectors in the form of whole grains. After that, the village collectors transport the sorghum to inter-island traders in Wailolong Village, Ile Mandiri Subdistrict, East Flores Regency, at a price of Rp 15,000/kg. Once the sorghum reaches the inter-island traders, it is shipped off- island in the form of whole stalks at a price of Rp 20,000/kg. It is usually shipped out of the region in tons, at the same price to retailers in the city of Larantuka, namely Rp 20,000/kg. Retailers in the city then repurchase the sorghum in bulk from the inter-island traders and resell it to consumers within the city at Rp 25,000/kg, or process it into various products and resell them at varying prices, such as sorghum rice at Rp 30,000/kg, sorghum flour at Rp 30,000/kg, sorghum cereal at Rp 35,000/kg, and sorghum sugar at Rp 50,000/bottle. Farmers prefer to sell their produce to collection traders due to the ease of distribution access and the promise of a guaranteed market.

Asriani, M. et al. (2021) found that farmers in Tesbatan Village, Amarasi Subdistrict, Kupang Regency market their tomatoes in two ways: a) farmers sell directly to end consumers, and b) farmers sell their harvest to retailers, who then sell it to end consumers.

A study by Mega Amelia Putri et al. (2021) shows that there are four marketing channels for oranges from 20 farmers, with the products sold unprocessed. Average production reached 32 tons/ha per season, and the majority of farmers (86.86%) sold to middlemen due to easy access and market guarantees, while direct sales to consumers were very low (5.9%).

2) Market Behavior

Table.1 Marketing Functions of Sorghum in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency.

Marketing channels and organizations	Marketing Functions							
	Exchange		Physical					
	Facilities							
	For Sale	Buy	Transport	Save	Go out	Risk	Cost	Market Information
Farmer	v	-	v	-	v	v	v	v
Collector Village	v	v	v	v	-	v	v	v
Inter-island	v	v	-	v	v	v	v	v
Retailer	v	v	v	v	-	v	v	v
Consumers	-	v	-	-	-	-	-	-

Source: processed primary data, 2026

Description: v= carry out marketing functions
-= does not perform marketing functions

1. Marketing Functions at the Farmer Level

Sorghum farmers perform the exchange function, specifically the activity of selling. Most farmers sell sorghum to village collectors. The majority of sales transactions conducted by farmers are based on kilograms or tons, depending on the harvest yield obtained. The physical function performed by sorghum farmers is transportation, where farmers transport the crop themselves using their own motorcycles or by carrying it on their backs if the location is close to their homes or a public road. Packaging is done using sacks and raffia rope. Facility functions include financing, market information, sorting, and risk management. The financing function for farmers involves delivering the crop to village collectors and paying for labor and threshing machines. The market information function consists of price information obtained directly from village collectors. Before packaging, farmers first clean the sorghum and then sell it to village collectors. Sorting and grading are done after the sorghum has been harvested; farmers will then sun-dry and sift the sorghum to ensure that damaged or defective sorghum is not used or discarded.

2. Marketing Functions at the Village Collector Level

Village collectors perform exchange functions, namely buying and selling. Village collectors purchase sorghum from farmers by the kilogram or ton, then resell it to inter-island traders. The physical functions performed by village collectors include transportation and storage. Village collectors transport the sorghum from farmers themselves using pickup trucks, then bring it to their homes, which have storage warehouses for sorghum; when a sufficient amount of sorghum has been collected in the warehouse, the collectors sell it to inter-island traders. The facility functions include financing, market information, and risk

management. The financing function performed by village collectors involves managing the funds used to finance all operations required to channel goods from farmers to inter-island traders. The market information function consists of providing information on the price and quality of sorghum desired by consumers. The risk function faced by village collectors arises when stored sorghum is kept for too long and becomes infested with weevils, which causes prices to drop.

3. Marketing Functions at the Inter-Island Wholesale Level

Inter-island traders perform an exchange function, specifically buying and selling activities. Inter-island traders purchase sorghum from village collectors by the ton but resell it by the kilogram. Some of the sorghum is then processed and resold to retailers or consumers. The

physical function performed by inter-island traders is storage: when village collectors sell their sorghum, the inter-island traders purchase it and store it in production warehouses. When a cargo ship arrives, the partners or agents ship large quantities of sorghum off the island. Some sorghum is not shipped because it will be processed and resold to retailers or consumers. Facility functions include financing, market information, sorting and grading, and risk management. The financing function performed by inter-island traders involves managing the funds used to finance all operations required to transport goods from village collectors to off- island consumers. The market information function provides details on the price and quality of sorghum desired by consumers. Sorting and grading occur during the re-drying of sorghum to distinguish between good and damaged grains.

4. Marketing Functions at the Retail Level

Retailers perform the exchange function, which involves buying and selling. Retailers purchase sorghum from inter-island traders in kilogram quantities, then resell it to consumers in either gram or kilogram quantities. The physical functions performed by retailers include transportation and storage. Retailers transport the processed sorghum from inter-island traders themselves using motorcycles and sell it to consumers. The storage function involves the retailer storing the sorghum after it has been transported while waiting for consumers to purchase it. The facility functions include financing, market information, and risk management. Research by Rida Fitriani et al. (2024) indicates that marketing efficiency encompasses three primary functions: the exchange function (transfer of ownership), the physical function (transportation and storage), and the facility function (standardization, financing, risk assumption, and market information). Research by Lake, F. et al (2018). Analysis of Carrot Agribusiness Marketing in Fatuneno Village, Miomaffo Barat Subdistrict, North Central Timor Regency. IMPAS Scientific Bulletin, 19(3), 18-23. Shows that the marketing functions in Fatuneno Village are the exchange function, the physical function, and the facility function.

3) Market Performance

Marketing costs arise in the process of distributing products from producers to consumers and increase as the marketing chain lengthens. The magnitude of these costs determines the portion of income received by farmers, so they need to be compared with the profits earned. Farmers' costs include packaging, labor, and transportation, while marketing institutions' costs include fees and transportation. The marketing margin is the difference between the consumer price and the farmer's price (MP = Pr − Pf), while the farmer's share indicates the portion of the price received by farmers. The following presents an analysis of costs, margins, and the farmer's share for sorghum using the SCP approach.

Tabel 2 Costs, Profits, Farmers' Share, and Marketing Margins for Sorghum in Kawalelo Village, Demon Pagong Subdistrict, East Flores Regency

Marketing Channels	Marketing Agency	Price Selling Price (IDR/kg)	Cost Marketing (IDR/kg))	Benefits	Marketing Margin	Farmer's Share (%)
I	Farmer	10.000	289	9.711	10.000	50
	Collector Village	15.000	193.8	4.806	5.000	75
	Inter island traders	20.000	1.196	3.804	5.000	100

II	Farmer	10.000	289	14.711	10.000	40
	Collector Village	15.000	193.8	4.806	5.000	75
	Inter island traders	20.000	1.196	3.804	5.000	80
	Merchant City Retailer	25.000	121	4.879	5.000	100

Source: Data processed in 2026

Criteria:Farmer's Share = Decision rule according to Downey and Erickson (1992):
FS ≥ 40% = efficient and FS ≤ 40% = inefficient.

In channel I, farmers sell sorghum at a price of Rp 10,000/kg and spend a cost of Rp 289/kg with a breakdown of costs incurred are transportation costs of Rp 164/kg and packaging costs of Rp 125/kg. Farmers receive a profit of Rp 9,711/kg and obtain a marketing margin of Rp 10,000/kg and the farmer's share received in the farmer channel is 50%. Village collectors sell sorghum at a price of Rp 15,000/kg and spend a cost of Rp 193.8/kg with a breakdown of transportation costs of Rp 88.1/kg and storage costs of Rp 105.7/kg. Village collectors receive a profit of Rp 4,806/kg and obtain a marketing margin of Rp 5,000/kg and the farmer's share received is 75%. And inter-island traders sell sorghum at a price of Rp 20,000/kg and incur costs of Rp 1,196/kg with a breakdown of transportation costs of Rp 164/kg, packaging costs of Rp 479/kg, storage costs of Rp 357/kg, retribution costs of Rp 164/kg and security costs of Rp 33/kg. Inter-island traders receive a profit of Rp 3,804/kg, a marketing margin of Rp 5,000/kg and a farmer's share of 100%.

In channel II, farmers sell sorghum at a price of Rp 10,000/kg and spend Rp 289/kg with a breakdown of costs incurred are transportation costs of Rp 164/kg and packaging costs of Rp 125/kg. Farmers receive a profit of Rp 14,711/kg and obtain a marketing margin of Rp 15,000/kg and the farmer's share received in the farmer channel is 40%. Village collectors sell sorghum at a price of Rp 15,000/kg and spend Rp 193.8/kg with a breakdown of transportation costs of Rp 88.1/kg and storage costs of Rp 105.7/kg. Village collectors receive a profit of Rp 4,806/kg and obtain a marketing margin of Rp 5,000/kg and the farmer's share received is 75%. Inter-island traders sell sorghum at a price of Rp 20,000/kg and incur costs of Rp 1,196/kg with a breakdown of transportation costs of Rp 164/kg, packaging costs of Rp 479/kg, storage costs of Rp 357/kg, retribution costs of Rp 164/kg and security costs of Rp 33/kg. Inter-island traders receive a profit of Rp 3,804/kg, a marketing margin of Rp 5,000/kg and a farmer's share of 80%. Meanwhile, city retailers sell sorghum at a price of Rp 25,000/kg and incur costs of Rp 121/kg with a breakdown of transportation costs of Rp 111.25/kg, and retribution costs of Rp 10/kg. City retailers receive a profit of Rp 4,879/kg and a marketing margin of Rp 5,000/kg and a farmer's share of 100%.

These findings are consistent with a study by Antara (2022) in Central Sulawesi, which found that the more intermediaries involved in the distribution chain, the higher the marketing margins. Longer distribution channels tend to generate higher margins than shorter ones.

The farmer's share in Channel I—that is, the farmer—is 50%; this represents the price received by the producer, which is Rp 10,000/kg of the consumer price of Rp 20,000. Similarly, the share received by the village collector is 75% of the consumer price of Rp 20,000, while the share received by the inter-island trader is 100% of the consumer price of Rp 20,000. The farmer's share obtained in Channel II is 40%; this represents the price received by the producer, which is Rp 10,000/kg of the consumer-level price of Rp 25,000. Similarly, the share received by village collectors is 75% of the consumer-level price of Rp 25,000, while the share received by inter- island traders is 80% of the consumer-level price of Rp 25,000, and the share received by retailers is 100% of the consumer-level price of Rp 25,000. Based on the Farmer's Share criteria, FS > 40% is considered efficient and FS < 40% is considered inefficient. Thus, the highest Farmer's Share obtained from each marketing institution in Channel I is among inter-island traders, with a received share of 100%, while the lowest Farmer's Share received by farmers is 50%. In Channel II, the highest Farmer Share obtained from each marketing agency is among retailers in the city of Larantuka, with a 100% share, while the lowest Farmer Share received by farmers is 40%. In this Channel II, farmers can be considered efficient but below.

This finding is supported by research conducted by Muhammad Rizqi M. et al. (2025) in Central Lampung Regency, which shows that the longer the marketing chain, the weaker farmers' bargaining power tends to become, resulting in a relatively smaller share of profits for farmers compared to the price paid by consumers. Therefore, the effectiveness of a marketing channel cannot be judged solely by the high final price, but also by the extent to which profits are returned to farmers as the primary producers.

CONCLUSION AND REMMENDATION

Conclusion

Based on the results and discussion, it can be concluded that sorghum farmers in Kawalelo Village face several obstacles in marketing their crops, including limited access to market price information, dependence on collectors, high transportation costs, and the unavailability of sorghum processing equipment. The sorghum market structure in Kawalelo Village tends towards an oligopsony market, where there are many farmers as sellers but only a few collectors as the main buyers. This condition causes the bargaining power of farmers to be relatively weak and prices are determined more by traders. Sorghum marketing channels in Kawalelo Village occur through two marketing channels, namely Channel 1 = Farmers —> Village Collector Traders —> Inter-Island Traders —> Consumers. Channel 2 = Farmers —> Village Collector Traders —> Inter-Island Traders —> City Retailers —> Consumers. The behavior of the sorghum market in Kawalelo Village shows that each marketing institution carries out marketing functions such as transportation, storage, and sales, most of which are still carried out simply. The performance of the sorghum market in Kawalelo Village is measured through marketing margins and farmer's share where channel I of sorghum marketing in Kawalelo Village, for farmers the profit received is Rp 9,711/kg and the margin value obtained by farmers is Rp 10,000/kg and receives a farmer's share value of 50% and in channel II farmers receive a profit of Rp 14,711/kg and obtains a margin value of Rp 15,000/kg and receives a farmer's share value of 40%. In channel I, traders obtain a profit value of Rp 4,806/kg and a margin of Rp 5,000/kg and receive a farmer's share value of 75% and in channel II, village collector traders receive a profit of Rp 4,806/kg and a margin value of Rp 5,000 and a farmer share of 75%. In channel I, inter-island traders obtain a profit of Rp 3,804/kg and a margin value of Rp 5,000/kg and receive a farmer's share value of 100%, while in channel II, inter-island traders receive a profit of Rp 3,804/kg, a margin value of Rp 5,000 and a Farmer Share of 80% and retailers obtain a profit of Rp 4,879/kg and a margin value of Rp 5,000/kg and receive a farmer's share value of 100%.

Recommendations

Based on the findings of this thesis, the recommendation is that efforts should be made to improve the sorghum marketing system in Kawalelo Village to make it more efficient and capable of increasing farmers' income. Farmers are encouraged to enhance cooperation through farmers' groups or cooperatives so that they have greater bargaining power and are not entirely dependent on middlemen when selling their harvest. Additionally, local governments need to play an active role in providing more transparent access to market price information and expanding marketing networks, both through infrastructure support and the use of information technology. The provision of facilities and infrastructure, such as sorghum processing equipment, is also crucial for increasing the value added of the products produced by farmers. Marketing institutions are expected to perform their marketing functions more efficiently and professionally to make the distribution chain more effective**.**

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