

PRODUCTIVITY, DISTRIBUTION SYSTEMS, AND MARKETING PROFITABILITY OF GREEN BEANS AT DESA WEOE, KECAMATAN WEWIKU, KABUPATEN MALAKA (Produktivitas, Sistem Distribusi, Dan Profitabilitas Pemasaran Kacang Hijau Di Desa Weoe, Kecamatan Wewiku, Kabupaten Malaka)

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ABSTRACT

Mung bean (*Vigna radiata* L.) farming is a food commodity that plays a crucial role as a source of vegetable protein and a source of income for farmers in rural areas. In Weoe Village, Wewiku District, Malaka Regency, mung beans have been cultivated for generations, but their development still faces various obstacles, such as low productivity, an inefficient marketing distribution system, and suboptimal marketing profitability. This study aims to determine the productivity level of mung bean farming, analyze the marketing distribution system, and determine the level of marketing profitability of mung bean in Weoe Village, Wewiku District, Malaka Regency. This research was conducted in Weoe Village, Wewiku District, Malaka Regency from September to October 2025. The research method used was descriptive quantitative with a survey technique. Respondents were selected using simple random sampling of 60 mung bean farmers. The data used consisted of primary and secondary data obtained through observation, interviews, documentation, and literature review. Data analysis was conducted using productivity analysis, marketing margin analysis, farmer's share, marketing efficiency, marketing profitability, and Revenue Cost Ratio (R/C Ratio) analysis. The results show that mung bean farming productivity in Weoe Village is still relatively low and varies among farmers. The mung bean marketing distribution system involves several marketing institutions, including village collectors, sub-district retailers, district retailers, and wholesalers, resulting in a long marketing chain and relatively high marketing margins. The farmer's share received by farmers was 66.6%, indicating that farmers can still increase their share of the price through improvements to shorter and more efficient marketing channels. Overall, the mung bean marketing business remains profitable and viable, but marketing efficiency needs to be improved to sustainably increase the income and welfare of mung bean farmers.

Keywords: distribution system, farmer's share, mung beans, marketing profitability, productivity.

ABSTRAK

Budidaya kacang hijau (*Vigna radiata* L.) merupakan komoditas pangan yang berperan penting sebagai sumber protein nabati dan sumber pendapatan bagi petani di daerah pedesaan. Di Desa Weoe, Kecamatan Wewiku, Kabupaten Malaka, kacang hijau telah dibudidayakan selama beberapa generasi, namun perkembangannya masih menghadapi berbagai kendala, seperti produktivitas rendah, sistem distribusi pemasaran yang tidak efisien, dan profitabilitas pemasaran yang suboptimal. Penelitian ini bertujuan untuk mengetahui tingkat produktivitas budidaya kacang hijau, menganalisis sistem distribusi pemasaran, dan mengetahui tingkat profitabilitas pemasaran kacang hijau di Desa Weoe, Kecamatan Wewiku, Kabupaten Malaka. Penelitian ini dilakukan di Desa Weoe, Kecamatan Wewiku, Kabupaten Malaka dari bulan September hingga Oktober 2025. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan teknik survei. Responden dipilih menggunakan simple random sampling sebanyak 60 petani kacang hijau. Data yang digunakan terdiri dari data primer dan sekunder yang diperoleh melalui observasi, wawancara, dokumentasi, dan tinjauan pustaka. Analisis data dilakukan menggunakan analisis produktivitas, analisis margin pemasaran, bagian petani, efisiensi pemasaran, profitabilitas pemasaran, dan analisis Rasio Pendapatan Biaya (Rasio R/C). Hasil menunjukkan bahwa produktivitas pertanian kacang hijau di Desa Weoe masih relatif rendah dan bervariasi antar petani. Sistem distribusi pemasaran kacang hijau melibatkan beberapa lembaga pemasaran, termasuk pengumpul desa, pengecer kecamatan, pengecer kecamatan, dan pedagang grosir, sehingga menghasilkan rantai pemasaran yang panjang dan margin pemasaran yang relatif tinggi. Bagian petani yang diterima adalah 66,6%, menunjukkan bahwa petani masih dapat

meningkatkan bagian harga mereka melalui perbaikan saluran pemasaran yang lebih pendek dan efisien. Secara keseluruhan, bisnis pemasaran kacang hijau tetap menguntungkan dan layak, tetapi efisiensi pemasaran perlu ditingkatkan untuk secara berkelanjutan meningkatkan pendapatan dan kesejahteraan petani kacang hijau.

Kata kunci: sistem distribusi, bagian petani, kacang hijau, profitabilitas pemasaran, produktivitas.

INTRODUCTION

Indonesia, as a country, has a vast territory and a large workforce active in the agricultural sector (Hariyanti and Soekapdjo, 2020). The agricultural sector plays a significant role in the national economy, serving as a key driver of job creation, budget allocation, and economic growth, as well as the primary source of raw materials for other economic sectors (Prastika et al., 2020). However, regarding cropping systems, the majority of farmers in Indonesia still rely on mixed cropping and monoculture systems (Pratama et al., 2020). Monoculture involves planting the same crop type over a specific period, such as rice fields planted exclusively with rice (Ezward et al., 2021). Drawbacks of this approach include a decline in pest populations over several years, which can have negative impacts on the ecosystem. An appropriate solution to address this issue is to implement a cropping system with a rice-legume rotation pattern. One legume that can be cultivated is the mung bean (Mariani and Wahditiya, 2019).

Green beans (*Vigna radiata*, L.) are an agricultural commodity in the Fabaceae family that are widely consumed by the public and offer advantages over other food crops. The advantages of green beans include a short growth period (55–65 days), drought tolerance, relatively few disease varieties, the ability to be grown on less fertile land, and a relatively high and stable selling price (Hastuti et al., 2018). Green beans are also used as industrial raw materials and are an export commodity. Furthermore, green beans are a legume commodity of significant importance to the public, both due to their high economic value and their nutritional content. It is reported that green beans contain approximately 22% protein (Lestari et al., 2017), as well as minerals, fiber, and vitamins that are highly beneficial for health.

According to production data (Central Statistics Agency, 2019), mung bean production in Malaka Regency in 2018 totaled 2,962.57 tons, spread across several subdistricts, one of which is Wewiku Subdistrict. Wewiku Subdistrict ranks second in mung bean production in Malaka Regency, and over the past three years (2019–2021), production has declined. In 2019, production reached 489 tons, then dropped to 310 tons in 2020, and continued to decline to 270 tons in 2021. Similarly, productivity data over the past three years (2019–2021) has fluctuated. In 2019, it reached 0.868 tons/ha, increased to 0.901 tons/ha in 2020, and then decreased to 0.482 tons/ha in 2021. National green bean productivity averages 1.17 tons/ha, while farmers' productivity currently stands at 0.9 tons/ha, whereas experimental yields can reach 1.60 tons/ha (Salli & Masria, 2021). The gap between the expected production potential and the fluctuations in mung bean productivity in Wewiku Subdistrict also impacts farmers' income; however, mung bean farming still holds the potential to increase farmers' income and profits, so farmers continue to cultivate mung beans when they see price opportunities, and it has become a long-standing tradition in Wewiku Subdistrict.

Mung bean farm productivity is a key indicator of farming success. Low productivity can be attributed to the use of rudimentary cultivation techniques, limited production resources, soil conditions, and farmers' management skills. Research results indicate that green bean productivity in Weoe Village remains relatively low and varies among farmers. The minimum yield achieved by farmers was 114 kg, the maximum was 690 kg, with an average of approximately 325 kg/ha. Most farmers fall within the productivity range of 501–1,080 kg/ha, while others remain at a low productivity level of 150–500 kg/ha. These conditions indicate that green bean productivity still needs to be improved through the use of better cultivation technologies and the optimal utilization of production resources.

In addition to productivity, the marketing distribution system also plays a crucial role in determining farmers' income levels. An excessively long distribution chain results in lower selling prices at the farm level compared to prices at the consumer level. Research findings indicate that the marketing of green beans in Weoe Village involves several marketing actors, namely farmers, village

collectors, wholesalers, sub-district retailers, and end consumers. There are four marketing channels used by farmers, with the most common being the channel through village collectors to wholesalers and sub-district retailers before reaching consumers. The length of this marketing chain results in significant marketing margins and reduces the portion of the price received by farmers.

The profitability aspect of marketing is also a key consideration in the development of the mung bean agribusiness. Profitability reflects a business's ability to generate profits after accounting for all incurred costs. Research findings indicate that the price of mung beans at the farmer level is approximately Rp20,000/kg, while the price at the consumer level reaches around Rp30,000/kg, resulting in a substantial marketing margin. The farmer's share received by farmers is 66.6%, indicating that farmers still receive a fairly good portion of the price, but this can still be improved through enhancements to the distribution system and shortening the marketing chain. Overall, green bean marketing in Weoe Village remains profitable, but marketing efficiency is not yet optimal, so improvement efforts are needed to enhance farmers' welfare.

Therefore, it is necessary to conduct direct research among mung bean farmers to examine productivity, profitability, and distribution systems in the mung bean agribusiness. Based on the above discussion, the researcher is interested in conducting a study on the productivity of distribution systems and the profitability of mung bean marketing in Weoe Village, Wewiku Subdistrict, Malaka Regency.

RESEARCH METHOD

This study was conducted in Weoe Village, Wewiku Subdistrict, Malaka Regency, which was selected through purposive sampling because it is one of the major centers for mung bean production. The study employed a quantitative descriptive approach to analyze productivity, distribution systems, and marketing profitability. The study population consisted of all mung bean farmers in the study area, with a sample size of 60 respondents selected using simple random sampling. The data used consisted of primary data obtained through interviews using a questionnaire, as well as secondary data from relevant agencies and supporting literature.

1. Analysis of Productivity in Mung Bean Farming

The first data analysis uses productivity analysis to measure output per unit area, formulated as follows:

$$\text{farm productivity} = \frac{\text{production volume}}{\text{land area}}$$

2. Analysis of the Distribution System

The second data analysis aims to identify the distribution system (patterns, marketing actors, and marketing cost efficiency) for mung beans in Weoe Village, Wewiku Subdistrict, Malaka Regency. Mathematically, marketing efficiency, according to Roesmawaty (2011), can be calculated using the following formula:

$$\text{Marketing Efficiency (EP)} = \frac{TB}{TNB} * 100\%$$

Where:

EP = Marketing efficiency

(%) TB = Marketing costs

(Rp/kg)

TNB = Product value or price (Rp/kg)

Criterion: the lower the EP value, the more efficient the marketing system is considered to be.

3. Profitability Analysis of Green Bean Marketing

The third data analysis aims to determine the profitability of green bean agribusiness marketing in Malaka Regency. Mathematically, this can be expressed using the following formula:

1. Farmer's share

$$\text{Farmer's share (FS)} = \frac{Pf}{Pr} \times 100\%$$

Note

s:

FS = Farmer share, or the percentage of the price received by mung bean farmers (%) Pf =

Purchase price at the farm level (Rp/kg)

Pr = Retail price at the consumer level (Rp/kg)

Decision criteria according to Downey and Erickson (1992):

FS $\geq$ 40% = efficient FS < 40% = inefficient

To compare the farmers' share of the price with the share of the marketing agencies, the formula for each marketing agency's share can be seen as follows:

$$\text{Share of collectors} = \frac{HJP}{Pr} \times 100\%$$

$$\text{Share of diluent traders} = \frac{HJPC}{Pr} \times 100\%$$

Note

s

HJP : selling price at the collector (Rp/kg) HJPC : selling price at the retailer (Rp/kg) Pr : consumer price (Rp/kg)

Share the Costs and Benefits

1) Cost sharing

That is, the percentage of marketing expenses incurred by the relevant institution. The share of expenses incurred by marketing institution i can be expressed as follows:

$$SB_{ij} = \frac{B}{Pr - Pf} \times 100 \%$$

Note

s:

SB_{ij} = Marketing agency J's share (%) B = Marketing agency J's costs (%) Pf = Price at the farm level (Rp)

Pr = Price at the final consumer level/retail price (Rp).

2) Profit Sharing

Profit share is the percentage of profit earned by each marketing organization. Formula:

$$SK_j = \frac{K}{Pr - Pf} \times 100 \%$$

Notes:

SK_j = Profit share earned by marketing agency k (%) K = Profit of marketing agency J (%)

Pf = Price at the farm level (Rp)

Pr = Price at the final consumer level or retail price (Rp)

3) Marketing Margin

$$\text{Marketing Margin (MP)} = Pr - Pf$$

Notes:

Mp = Marketing margin (Rp/kg)

Pr = Consumer price (Rp/kg)

Pf = Producer price (Rp/kg)

profit

4) Benefits

$$\pi = TR - TC$$

Notes:

π : Total profit R : Total

revenue TC : Total cost

5) R/C Ratio

$$RC = TR - TC$$

Notes:

TR = Total Revenue TC = Total

Costs

R/C ratio acceptance criteria:

- If $R/C > 1$, the farming operation is viable
- If $R/C = 1$, the farming operation breaks even
- If $R/C < 1$, the farming operation is not

RESULTS AND DISCUSSION

Based on the results of a study conducted in Weoe Village, Wewiku Subdistrict, Malaka Regency, to address the research objectives, the following findings were obtained:

1. Analysis of Mung Bean Farming Productivity

Productivity is the ratio of output to the amount of input used to produce that output. In economic terms, productivity refers to the ratio of output to input (Sinungan, 2008).

The minimum yield achieved in Weoe Village in the Transmigration Area was 114 kg, the maximum was 690 kg, and the average was 325 kg. This indicates that the mung bean yield produced by most farmers in Weoe Village in the Transmigration Area remains low and needs to be improved to achieve higher yields.

Table 1. Mung Bean Farming Productivity in Weoe Village

No	Yield (Kg/Ha)	Number of Respondents (People)	Percentage (%)
1	150-500	23	40
2	501-1080	37	60
Amount		60	100

Source: 2026 Primary Data Analysis

Notes:

Maximum productivity: 1500

Minimum productivity: 750

Average productivity: 11468

Based on the data in Table 1 above, 23 respondents (40%) achieved a green bean yield of less than 501 kg, while 37 farmers (60%) achieved a yield of more than 501 kg. Mung bean farming productivity in the Weoe Village transmigration area is dominated by high productivity levels. Only a small proportion of farmers achieve low productivity. Interventions such as extension services, mentoring, and improvements to production facilities are needed to increase farmers' productivity evenly.

2. Marketing Distribution System

1) Marketing Channel Models

Marketing is a human activity aimed at satisfying wants and needs through the exchange process. Through exchange, the needs of various social groups—such as individuals, small groups, organizations, and other community groups—can be met (Swastha, 2003). Marketing is a complex activity involving various parties; it requires time and effort. Therefore, marketing is also carried out through specific processes, stages, or steps (Suharno, 2010). From an economic perspective, agricultural marketing is considered a productive activity because it enhances time utility, place utility, form utility, and possession utility. Agricultural commodities that have experienced an increase in time utility, place utility, and form utility can meet consumer needs only when there has been a transfer of ownership from the producer or marketing institution to the consumer (Sudiyono et al., 2002).

The marketing channels for green bean crops operated by farmers in Weoe Village involve transactions between farmers and wholesalers, buyer agents (individuals hired by others to assist), collectors, and retailers. Farmers sell their harvest to buyers who come directly to them, and some farmers sell their produce directly to wholesalers 1–2 weeks after the harvest each month. Payment is made directly (in cash) according to the agreed-upon price.

The results of the study show that the marketing model used in Weoe Village consists of four channels. For a clearer picture, please see the following figure:

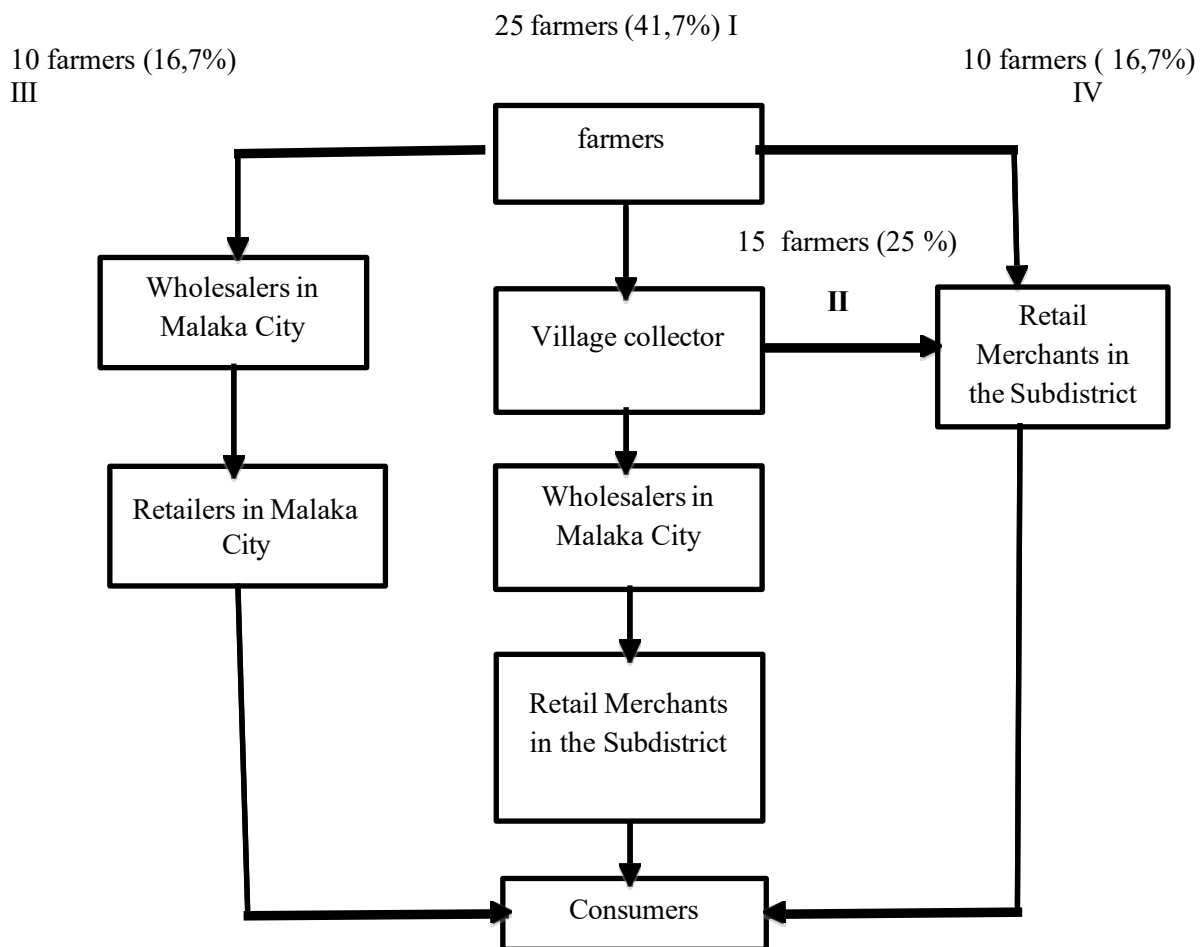


Figure 1. Mung Bean Marketing Channels

Saluran I :Farmers → Village Collector → Wholesalers in Malaka City → Retailers in the subdistrict → Consumers

Marketing activities in this channel involve farmers selling their mung bean harvests to village collectors; the PPD then sells the mung beans to wholesalers in the city of Malaka, who in turn supply sub-district retailers; finally, the sub-district retailers sell the beans to end consumers. This channel is used by 25 farmers (41.7%) out of a total of 60 farmers, with a total volume of green beans marketed amounting to 14.50 tons. The high usage of this channel is influenced by the presence of collector traders residing in the vicinity of the farmers' area, thereby facilitating the sales process and reducing transportation costs. Additionally, farmers choose to sell their harvest to the PPD due to urgent household needs and limited storage facilities for the harvest. In this channel, farmers in Weoe Village generally store their harvest for about 1–2 days, after which the collector comes directly to purchase the green beans at a price of Rp. 20,000/kg.

Saluran II: Farmers → Village Collector → Retailers in the subdistrict → Consumers

In this channel, farmers continue to sell to village collectors as usual. However, the collectors do not sell to large urban wholesalers; instead, they sell directly to retailers in the subdistrict. This channel is used by 15 farmers (25%) out of a total of 60 farmers, with a total volume of green beans marketed amounting to 8.69 tons. This typically occurs when the volume of produce is not too large or when demand in the subdistrict is high. The marketing chain is shorter than in the first channel. For farmers, the system is almost the same as Channel I because

they still sell to collectors. However, because there are fewer intermediaries, the price at the farm level is slightly better than in Channel I.

Chanel III: Farmers → Major merchants of Malaka City → Retailers in Malaka City → Consumers

Marketing channel III involves direct sales from farmers to wholesalers located in Malaka City. This channel is utilized by 10 farmers ($\pm 16.7\%$) out of a total of 60 respondents, with a total sales volume of 5.81 tons. Farmers choose this channel because they receive a higher selling price compared to Channel I. Additionally, farmers in this channel still have sufficient funds to meet their daily living expenses, so they do not have to sell their harvest immediately. In this channel, farmers store their harvest for about 1–2 weeks before selling it directly to wholesalers at a price of Rp29,000/kg.

Chanel IV. Farmers → subdistrict retailers → Consumers

Farmers in this Channel IV sell their green beans directly to village retailers, as the selling price to retailers is more profitable and incurs no costs compared to other channels. Ten farmers (16.7%) market their produce through this channel, with a total output of 5.77 tons. The selling price of green beans from farmers to sub-district retailers is Rp. 30,000/kg. Farmers in this channel still have funds for living expenses, so they prefer this sales system.

3. Costs, Marketing Margin, Farmer Profit, and Farmer Share

According to Mulyadi (2005), marketing costs include all expenses incurred from the time a product is manufactured and stored in a warehouse until it is converted back into cash. Meanwhile, according to Supriyono (2000), marketing costs encompass the conduct of marketing activities. The process of moving goods from producers to consumers naturally incurs costs. The longer the marketing chain, the higher the marketing costs will be. The costs incurred in the marketing of mung beans include transportation costs, packaging costs, labor costs, fees, and taxes.

The marketing margin is the price difference between two levels of the marketing chain, or the difference between the price paid at the retail level and the price received by the producer (farmer). In other words, the marketing margin reflects the price difference between the various levels of the marketing system (Anindita, 2004).

The marketing margin consists of costs incurred by marketing agencies to perform their marketing functions, as well as the agencies' profits. The amount of costs incurred by farmers and marketing agencies largely determines the share each receives, so farmers and marketing agencies often compare their income with their expenses. The costs incurred by farmers in marketing activities are transportation and packaging costs. Meanwhile, the costs incurred by marketing institutions are labor transportation, packaging, levies, and taxes. The marketing margin (MM) is the difference between the price a consumer pays for a product (P_r) and the producer price (P_f), or $MM = P_r - P_f$. (Masyrofie, 1995) Meanwhile, the Farmer's Share is a useful analysis for determining the portion of the consumer price received by farmers, expressed as a percentage. By considering the farmer's share, farmers will better understand the actual portion of the price paid by consumers, enabling them to evaluate their marketing strategies. If the value approaches 100%, it indicates that farmers are increasingly not at a disadvantage. The price, marketing costs, marketing profit, farmer's share, and marketing margin for green beans in Weoe Village are shown in the following table.

Table 2. Distribution Channels, Prices, Marketing Costs, Farmer Share, Margins, Profits, and Marketing Efficiency of Mung Beans in Weoe Village

Channel	Marketing Agency	price	cost	Benefits	Farmer share	Share		Margin	Efficiency
		(Rp/Kg)	(Rp/Kg)	(Rp/Kg)	(%)	cost	Benefits	(Rp/Kg)	(%)
I	Farmers	20.000	9.320	680	66,0	116,0	91,14	10.000	46,0
	PPD	25.000	290	4.700	89,4	232,0	182,4	5.000	1,10
	PBKM	28.000	1.121,74	2.878	93,4	290,0	227,8	4.000	4,0
	PPKec	30.000	860	1.140	100	41,24	455,7	2.000	2,84
	consumer	30.000							
Total			11.595,74	9.114		679,24	156,8		54,0
II	Petani	20.000	9.320	680	66,0	104,5	94,60	10.000	46,0
	PPD	25.000	290	4.700	83,4	218,0	189,4	5.000	1,10
	PPKec	30.000	850	4.140	100	209,8	189,4	5.000	2,84
	consumer	30.000							
	Total		10.494	9460		532,7	473,4		50,0
III	Petani	20.000	9.320	2.680	66,0	87,4	106,4	12.000	46,0
	PBKM	25.000	1.121,74	6.878	87,4	131,0	159,8	8.000	4,0
	PPKab	30.000	870	3.120	100	262,0	319,0	4.000	2,74
	consumer	30.000							
	Total		11.312,74	12.780		480,4	585,0		53,32
IV	Petani	20.000	9.320	680	66,0	101,7	98,4	10.000	46,0
	PPKec	28.000	850	9.140	100	101,7	98,4	8.000	2,84
	consumer	30.000							
	Total		10.174	9.820		203,4	196,4		49,44

Source: Processed Primary Data, 2026

The table above shows four marketing channels. In all channels, the price received by farmers is the same, namely Rp 20,000 per kilogram. However, the price paid by consumers varies depending on the length of the marketing chain. The more intermediaries involved, the higher the selling price to consumers. This occurs because each trader involved adds operational costs and takes a profit.

In Channel I, the marketing chain is the longest because it involves farmers, village collectors, wholesalers, retailers, and finally consumers. Because so many parties are involved, marketing costs are higher. The price of mung beans rises at each stage until it reaches around Rp 30,000 per kilogram at the consumer level. The difference between the farmer's price and the consumer price is called the margin. In this channel, the margin is quite large because it is split among several traders. As a result, the portion of the price received by the farmer compared to the final price becomes smaller.

In Channel II, the supply chain is slightly shorter because it involves only farmers, village collectors, retailers, and consumers. Since there is one fewer intermediary than in Channel I, marketing costs are also slightly lower. However, prices at the consumer level remain quite high because there are still two traders taking a profit.

In Channel III, farmers sell to wholesalers, then to retailers, and finally to consumers. In this channel, the margin is the largest. This means the price difference between farmers and consumers is the highest compared to other channels. The profits earned by traders are also greater. This indicates that traders earn fairly high profits, while the price received by farmers remains the same.

Channel IV is the shortest route, in which farmers sell directly to retailers, who then sell to consumers. Because there is only one intermediary, marketing costs are lower and the process is simpler. The price difference (margin) is also lower compared to other channels. With a shorter route, this marketing system is more efficient and more profitable for farmers than longer channels.

Overall, Table 2 shows that the longer the marketing channel, the higher the costs and margins, and the higher the price consumers must pay. However, the price received by farmers remains unchanged. This means that the additional profit from the price increase is enjoyed more by traders than by farmers. Therefore, a shorter marketing channel tends to be better because it is more efficient and can reduce distribution costs. Research by Isa, M. et al. (2020). A marketing analysis of green beans in Dualasi Raiulun Village, Lasiolat Subdistrict, Belu Regency, shows that the largest marketing margin is found in Channel III at 5,000 Rp/kg, while the smallest margins are in Channels I and II at

4,500 Rp/kg. The largest farmer's share is in Channels I and II, at 71.88%. The lowest is in channel three at 69.70%. 5. The highest marketing cost efficiency is found in channel III at 5%, followed by channel I at 2%, and the lowest in channel 1 at 1%.

1) R/C Marketing Ratio

Table 3. R/C Ratio for Green Bean Marketing

Marketing Channels	Marketing Agency	R/C Ratio
I	Farmers	0,86
	PPD	0,43
	PBKM	0,34
	PPR Kec	0,17
II	Farmers	0,95
	PPD	0,47
	PPR Kec	0,47
III	Farmers	1,14
	PBKM	0,76
	PPR Kec	0,38
IV	Farmers	0,98
	PPR Kec	0,78

Source: Processed Primary Data, 2026

Marketing Channel I: Less efficient because there are more intermediaries, which increases costs and reduces the profit margin.

Marketing Channel II: Slightly better than Channel I because there are fewer intermediaries, but it is still not very profitable.

Marketing Channel III: Most profitable for farmers, because the farmers' profit margin is the highest.

Marketing Channel IV: is quite efficient because the route is the shortest, resulting in lower marketing costs.

The conclusion from the table is that each marketing channel has a different profit margin. Based on the R/C ratio, Marketing Channel III is the most profitable channel for farmers because its R/C ratio is greater than 1—specifically, 1.14. Meanwhile, for Marketing Channels I, II, and IV, the farmers' R/C ratios remain below or close to 1, meaning the profits they earn are not yet maximized. In general, the shorter the marketing channel and the fewer intermediaries involved, the greater the farmers' chances of earning a profit. Therefore, a simpler marketing channel can be a more efficient option for farmers. Research by Murnilayati, F., et al (2020). Analysis of Arabica Coffee Farming Income in Colol Village, Poco Ranaka Timur Subdistrict, East Manggarai Regency shows that the results of the analysis of Arabica coffee farming in Colol Village, Poco Ranaka Timur Subdistrict, East Manggarai Regency, the R/C ratio for this farming operation is 20.00, calculated by dividing revenue of Rp.19,048,193 by total costs of Rp.9,394,559. This indicates that the farming operation is profitable.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of a study on the productivity, distribution system, and profitability of green beans in Weoe Village, Wewiku Subdistrict, Malaka Regency, the following conclusions can be drawn:

1. Mung bean farm productivity in Weoe Village remains relatively low and varies among farmers. The minimum yield achieved by farmers was 114 kg, and the maximum was 690 kg, with an average of approximately 325 kg/ha. Most farmers (60%) fall within the 501–1,080 kg/ha productivity range, while 40% of farmers remain in the 150–500 kg/ha range. This situation indicates that green bean farming productivity still needs to be improved through better cultivation techniques and more optimal use of production inputs.
2. The green bean distribution system in Weoe Village involves several marketing actors, namely farmers as producers, village collectors, wholesalers, retailers, and end consumers. The marketing channels used are relatively long, resulting in farmers receiving lower prices compared to

consumer-level prices. Payments are generally made in cash following transactions between farmers and traders.

3. The profitability of green bean marketing indicates that this business remains profitable; however, the share of the price received by farmers is not yet optimal. The price of green beans at the farmer level is around Rp20,000/kg, while at the consumer level it reaches around Rp30,000/kg. This indicates a significant marketing margin throughout the distribution chain. The farmer share is approximately 66.6%, indicating that farmers still receive a sufficient portion of the price but still

Recommendation

Based on the results of the research conducted, the following recommendations can be made: Farmers are encouraged to increase the productivity of their mung bean farms by using high-quality seeds, adopting better technologies, and participating in agricultural extension programs to improve their farm management skills. For local governments and agricultural extension workers, it is necessary to provide guidance and training to farmers regarding more efficient mung bean cultivation techniques and to provide access to production inputs such as high-quality seeds, fertilizers, and agricultural technology. For future researchers, it is hoped that they will conduct further research on the factors influencing mung bean productivity and marketing efficiency in greater depth and examine strategies for developing the mung bean agribusiness in other regions.

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