



## Pineapple Marketing Efficiency in the Perspective of Islamic Economics

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### **Abstract**

The study aims to determine the marketing distribution of pineapples and to know the level of efficiency of pineapple marketing from the perspective of the sharia economy. This research is field research conducted in Gaung Asam Village, Belida Darat District, Muara Enim Regency. The population is ten farmers in Gaung Asam Village, and samples were taken randomly from 5 farmers. The data collection techniques use observation, interviews, and documentation. The data analysis technique is from the marketing activities produced by farmers and pineapple prices in Gaung Asam Village. The results showed that in marketing their harvest, farmers in Gaung Asam village used two marketing techniques. First, farmers directly selling the harvest to the city, it is the simplest form of marketing that only involves farmers with buyers. Second, farmers sell their products to collectors, and then these traders sell them back to buyers in the city. This marketing distribution involves several actors; farmers, collectors, and buyers. Those who are involved in economic activity are mutually beneficial. For farmers, they can create jobs for the community and make it easier for traders to find producers who sell pineapples in Gaung Asam Village. Then, the traders make farmers easy to sell their products. Marketing efficiency can be seen from the marketing costs and marketing benefits generated from these economic activities. Furthermore, based on the results of interviews, it is known that farmers and traders are not controlled by any party.

**Keywords:** *Gaung Asam Village; Islamic Economics; Pineapple Marketing*

### **Introduction**

The agricultural sector is a sector that gets considerable attention from the government because of its important role in the framework of long-term economic development as well as in the context of rural economic recovery through the development of agriculture-based businesses (Syromyatnikov and others 2020). Usually, the period of plant production reaches tens of years and is harvested more than once. Examples of annual plants, for example, are coconut, oil palm, rubber, cocoa, cloves, coffee, pepper, nutmeg, candlenut, cloves, cinnamon, tea, kapok, and so on. Meanwhile, seasonal crops are plants that can only be harvested once with a life cycle of once a year, such as sugarcane, lemongrass, patchouli, and tobacco (Jaroensathapornkul 2020).

The development of sustainable agricultural systems is needed to improve the quality of human resources that are useful in supporting economic and agricultural development. Quality improvement is not only in increasing the productivity of farmers but can improve their ability to be better so that they can play a role in the development process in the agricultural sector. Horticultural commodities have high economic value, so they can be a source of income for the community and farmers, small, medium, and large scale (Wang 2019). Therefore, this is a great opportunity for farmers in Indonesia to increase their agricultural yields and produce more. It can be seen from the endless production of fruit in Indonesia, there is always production even without the use of fertilizers and pesticides.

If a business experiences a decline in sales, then the business must try to take steps or ways of improvement to save the business that is being run. The steps that can be taken by business people are to carry out strategies so that the goal of doing business for profit and prosperity can be achieved. A businessman can carry out his strategy by learning from the past experiences of other business people, or he can create his own strategy (Lawal and others 2020). The potential of Indonesian pineapples is quite good but it is still not optimally pursued due to the high level of competition with other horticultural products, the low quality and quantity of supply of local pineapples, and price and market information is still not transparent to the farmer level. To find out how far the prospect of pineapple commodity is in supporting the agricultural sector in Indonesia, it is necessary to provide information on the development of pineapple in Indonesia, which is accompanied by projections of supply and demand for pineapple for the next few years. The world to find out the opportunities for pineapple commodities in international trade (M 2016).

This causes the weak position of farmers in the marketing chain; pineapple marketing channels are generally like other agricultural commodities. Islam as celestial teaching that is built on a different foundation from materialism is expected to be able to provide solutions to various trade problems. The study aims to determine the marketing distribution of pineapples and to know the level of efficiency of pineapple marketing from the perspective of the sharia economy.

## **Research Method**

The sample is taken randomly from 5 farmers in the population in *Gaung Asam* Village. The data collecting techniques through resource persons, interviews, and observations in *Gaung Asam* Village by the author (Hardiati and others 2021). (1) Observation. In this study, researchers conducted direct observations from the field, starting from data on garden owners and pineapple prices in *Gaung Asam* Village. (2) Interview, the interviews in this study were structured in the form of written statements from the results of interviewing several garden owners in *Gaung Asam* Village. (3) Documentation in the form of photos and references for literature review. The data analysis technique obtained will be analyzed and described thoroughly from the phenomenon of marketing activities resulting from pineapple plantation owners and pineapple prices in *Gaung Asam* Village.

## **Results and Discussion**

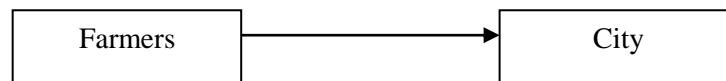
### **1. Pineapple Marketing Distribution in Sharia Economic Perspective in *Gaung Asam* Village**

Products that have been made need to be distributed to reach consumers, either through distribution channels, intermediaries, or sent directly to users (Amao and others 2011). The distribution process usually involves Intermediaries, namely individuals or companies who help distribute the product. Retailers are who sell their products directly to consumers. Wholesalers are who sell products to

other companies to sell more to the final consumer. The sales agent or brokers is an independent intermediary who represents the company and sell to wholesalers or retailers (Nahar and others 2020).

The process of marketing pineapples in *Gaung Asam Village, Belida Darat District, and Muara Enim* Regency to the city involves several marketing institutions. From research conducted in *Gaung Asam Village, Belida Darat District, Muara Enim Regency*, there are two distribution channels of marketing carried out. The distribution of marketing channels in *Gaung Asam Village, Belida Darat District, and Muara Enim Regency* is as follows:

## 2. Marketing Distribution Chanel 1



In marketing channel I, farmers directly sell their products directly to the city without using intermediaries or marketing institutions. Usually, farmers who sell their produce directly to the city take place before the harvest has not occurred or they call it hose fruit, usually around 300-500 pineapples are harvested before the main harvest (Maryono, Pineapple Farmer in *Gaung Asam Village*, Interview, January 3, 2021)

Farmers who sell their crops directly to the city sell their crops for Rp. 3000 – Rp. 4,000/fruit. The price is adjusted to the quality of the farmers' fruit harvest. They who sell directly to cities are new farmer and live nearby city such as *Palembang City, Prabumulih City, Muara Enim City, Baturaja City and Indralaya City*. At the time of the harvest, farmers usually sell their crops to collectors, this is due to avoid the risk of damage to the pineapple, because if they sell directly to the city the large pineapple harvest will take a long time to market it directly to the city (Asrul Yadi, Pineapple Farmer in *Gaung Asam Village*, Interview, January 4, 2021)

## 3. Marketing Channel Distribution II



In the distribution of marketing channel II, collectors buy pineapples directly to farmers then they sell to the city, Jakarta, pat the *Kramadjati* main market, East Jakarta. The price is ranging from Rp. 2.500 – Rp. 3000 and it adjusted according to the quality of the farmers' crops. In *Kramadjati* main market, East Jakarta they sell for Rp. 4,000 – Rp. 5.000/pc this price difference is influenced by the distance of the location to be addressed by the collecting traders (Rudison, Pineapple Farmer and Collector Trader, interview, *Gaung Asam Village*, January 5, 2021)

The first distribution channel is that farmers directly sell their produce to the city, in the first distribution channel this is the simplest marketing channel, its marketing only involves farmers with buyers. The second marketing distribution channel is that farmers sell their products to collectors and traders who sell them back to buyers in the city, in this second marketing distribution channel it can be seen that it involves farmers, collectors, and buyers in the city.

## 4. Pineapple Marketing Efficiency Level in Sharia Economic Perspective in *Gaung Asam Village*

According to Hermawan Kartajaya and Muhammad Syakir Sula, Islamic marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from an initiator

to its stakeholders, which in the whole process is following the contract and the principles of *muamalah* in Islam. This means that in sharia marketing, the whole process, whether the process of creating, offering, or changing value, there should be no things that contradict the contract and the principles of Islamic *muamalah*.(Edwar and Danti 2021)

In this study, it can be seen the level of marketing efficiency of pineapple in *Gaung Asam* Village, *Belida Darat* District, *Muara Enim* Regency by calculating the marketing costs and profits from marketing the pineapple. Marketing costs and marketing benefits of pineapple fruit in *Gaung Asam* Village, *Belida Darat* District, *Muara Enim* Regency are as follows:

**Marketing Costs in Distribution Channels I:** Marketing costs are costs incurred to market a product which include transportation costs, labor costs, and other costs required in the marketing channel.

Table 2.1 Distribution Channel Marketing Costs I

Institutions and Components of Marketing Costs	Selling price (Rp/piece)	Marketing Fee (Rp/piece)
Farmer Marketing Costs:		
Transportation		150
Labor		50
Other Fees		50
Farmers selling price to the city	4000	

In the table above, the distribution of marketing channel I in *Gaung Asam* Village, *Belida Darat* District, *Muara Enim* Regency can be seen by farmers directly selling their harvests to the city at a selling price of Rp. 4000/fruit, while the cities targeted by farmers in marketing their crops in the distribution of this marketing channel are only the closest cities such as *Palembang* City, *Prabumulih* City, *Baturaja* City, and other nearby cities (Yanita and Wahyuni 2021). The costs incurred by farmers in this first channel distribution are Rp. 200/piece, while the components of costs paid by farmers are transportation costs, labor costs, and other costs. Farmers' profits in marketing in Distribution Channel I are seen to be greater than farmers who sell their harvests to collector (Asrul Yadi, Pineapple Farmer in *Gaung Asam* Village, Interview, January 4, 2021)

Table 2.2 Channel II Marketing Costs

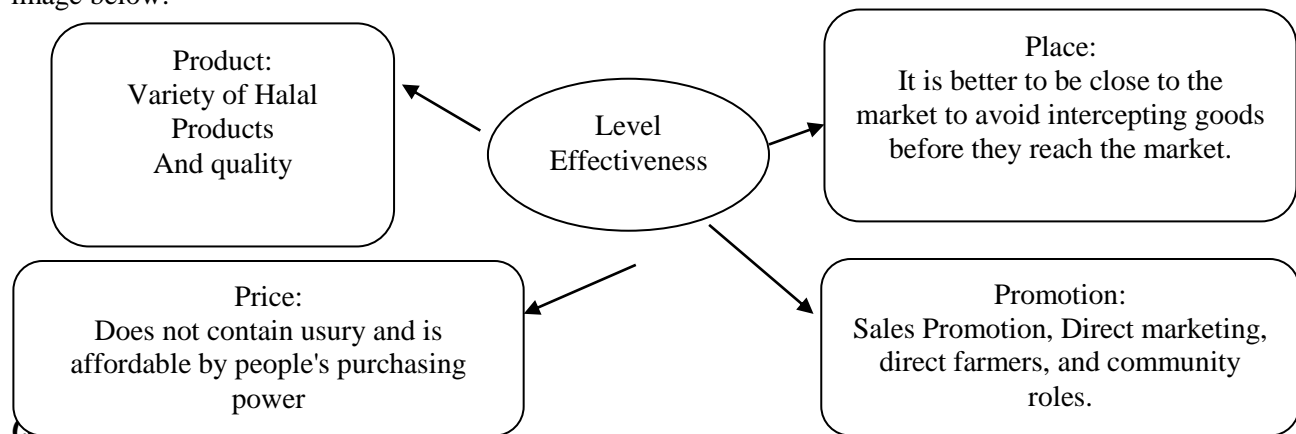
Institutions and Components of Marketing Costs	Selling price (Rp/piece)	Marketing Fee (Rp/piece)
Farmers Selling Price to Collecting Traders	3000	
Merchant Marketing Costs:		
Transportation		500
Labor		700
Other Fees		300
Selling Price for Collectors to the City	5000	

In the table above the distribution of marketing channel II in *Gaung Asam* Village, *Belida Darat* District, *Muara Enim* Regency, it can be seen that farmers sell their harvests to collectors for Rp. 3000/piece. Then the collectors resell the pineapples purchased from the farmers directly to the city, precisely at the *Kramadjati* Main Market, East Jakarta, in the distribution of marketing channel II, it can be seen that the collectors spend quite a lot of marketing costs because the marketing distance is quite far and the number of pineapples that will be sold which results in increased costs such as transportation

costs, labor costs, and other costs (Rudison, Pineapple Farmer and Collector Trader, interview, Gaung Asam Village, January 5, 2021).

The price must be determined at the right time and in the right amount. For a product to compete in the market, the owner or farmer can carry out a pricing strategy concerning the market, whether to follow the price below the market or above the market. Pricing from a sharia perspective is not too complicated (Arlinloye and others 2015). The basis for determining the price is based on the magnitude of the value or price of a product which should not be set in multiples, after deducting production costs. Allah SWT says which means: You who believe, do not eat usury by multiplying and fear Allah so that you will get good luck. (Surat Ali Imran: 130).

Based on the words of Allah SWT above, it shows that the concept of price in the sharia perspective is not based on mere profit factors but is also based on aspects of people's purchasing power and the benefit of the people so that the concept of multiple profits from high price-fixing is not justified. From this research, it is very good, it's just that the people in *Gaung Asam Village, Belida Darat District, Muara Enim Regency* are more aware of sharia transactions. The level of effectiveness can be seen in the image below:



The first distribution channel is that farmers directly sell their products directly to the city, the first distribution channel is the simplest marketing channel, it only involves farmers with buyers in the city. The second marketing distribution channel is that farmers sell their products to collectors and traders who sell them back to buyers in the city, in this second marketing distribution channel it can be seen that it involves farmers, collectors and buyers in the city. The marketing of pineapples in *Gaung Asam Village, Belida Darat District, Muara Enim Regency*, it can be concluded that the people or institutions involved in marketing that occur in the marketing distribution channels that have been researched by the author are mutually beneficial where the existence of pineapple farmers can create jobs for the community and can also make it easier for collectors to find producers who sell pineapples in *Gaung Asam Village* as well as pineapple farmers with pineapple farmers collecting traders more easily selling their products. Farmers and traders are not controlled by any party, so farmers are free to choose which marketing distribution channel to choose, as well as traders free to choose which pineapples to buy from farmers.

Suggestion For the people of *Gaung Asam Village*, it is hoped that pineapple farmers in the research area use production inputs optimally in order to increase the production of pineapples. For the Government, it is hoped that the government will provide knowledge about pineapple cultivation to farmers. And further increase the role of counseling on the socialization of the latest technology in the field of pineapple cultivation. For further researchers, hope to read more references about existing marketing problems.

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