Indonesian Journal Of Small Scale Farming
Volume 2(1), 25 - 33, 2026
https://doi.org/10.24843/ijoss.2026.v02.i01.p03
ISSN : 3109-6484 (Online - Elektronik)

Value Chain Inequality and Its Impact on Salak Pondoh Farmer Share

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Submitted July 17, 2025 ; Approved November 16, 2025

ABSTRACT

BACKGROUND AND OBJECTIVES

The value chain inequality occurs in Pulau Besar Sub-district because the added value generated during the marketing channel is not evenly distributed between actors. Marketing actors involved in the value chain of salak pondoh commodities in Pulau Besar Sub-district range from farmers and middlemen to retailers. This shows that farmers in Pulau Besar District have a weak bargaining position. So, this study aims to analyze the types of inequality in the salak pondoh value chain and how it impacts farmer share. The results are expected to provide a basis for policymaking and strategies that improve marketing efficiency and farmer empowerment in the local agribusiness system.

METHODS

Data collection in this study was carried out using methods such as observation, interviews, and questionnaires. Two approaches in this study are used in data processing methods: descriptive and quantitative. The data analysis method is Farmer's share analysis is done to see the profit or share received by farmers in the form of a percentage.

FINDINGS

The distribution of price shares in each channel varies. The pattern of channel I price share received by farmers amounted to 60.10%, channel II amounted to 71.29%, and channel III amounted to 41.04%. This shows the level of inequality in the value received by farmers compared to the final price at the consumer. In channel II the inequality is the lowest because farmers receive the largest share.

CONCLUSION

Farmers are advised to choose marketing channels that provide the highest farmer share and efficient marketing costs. Based on the study's results, the II channel is most profitable for farmers. Therefore, farmers are advised to strengthen relationships with retailers and reduce dependence on middlemen. This research can provide useful insights for farmers and salak pondoh business actors.

Keywords: Farmers; Salak Pondoh; Traders; Value Chain; Farmer Share

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INTRODUCTION

Salak pondoh farmers in Pulau Besar sub-district are in a weak position in the value chain, especially in terms of profit sharing or the percentage of farmers they receive from the product's final selling price (1). Observations and interviews show that the marketing system of salak pondoh is still traditional and not institutionally organized, which causes inequality in value distribution between actors (2). In Pulau Besar sub-district, salak pondoh is a potential horticultural commodity. However, field data shows an imbalance in the value received by farmers (3). Based on the study results, farmers share in the marketing channel I was recorded at 60.10%, channel II at 71.29%, and channel III at 41.04%. This difference indicates an imbalance in the value chain structure (4).

This research is in line with research conducted by Ardiansyah et al. (2023), discussing the Marketing Analysis of Salak Pondoh Fruit in Tamarenja Village, Sindue Tobata District, Donggala Regency and research conducted by Caesari et al. (2022), discussing the Marketing Margin Analysis of Salak Pondoh in Turi District, Sleman Regency found that shorter distribution channels resulted in higher farmer shares, while longer channels caused farmer shares to fall (5). The three studies' similarities show that the marketing channel's length and structure strongly influence the value distribution in the supply chain. Farmers are usually the weakest party and receive the least economic benefits (6). The type of market actor intervention and the complexity of the value chain in each region determine the differences. The simpler value chains on the Big Island still show significant differences, so further study is needed (7).

The study by Wijayanti et al. (2020) in Sleman, Yogyakarta, showed that the dominance of traders in value addition resulted in farmers only receiving a farmer's percentage of 60% (8). Similarly, a study by Maulana et al. (2021) on mangoes in Probolinggo found that short distribution chains gave farmers a higher percentage (up to 72%), while long distribution chains reduced it to 52% (9).

These studies show similarities in marketing structures that do not favor farmers where intermediary actors obtain a larger share of value. However, differences also emerge, especially in farmers' institutions, level of information access, and local market dynamics (10). On the Big Island Therefore, the findings of this study support previous findings that inequality in the horticultural value chain is a major obstacle to improving farmers' welfare; to achieve a more equitable distribution of value, strategic interventions that strengthen farmers' institutions, improve the efficiency of distribution channels, and increase market access are needed (11).

The novelty of this study is that the Geographical Context has not been widely researched; most of the research on the value chain and the percentage of farmers in salak is conducted in Java, such as Sleman, Magelang, or Probolinggo. This study takes the context of Pulau Besar Sub-district, located in South Bangka Regency, Bangka Belitung Islands Province, which is geographically outside the general research area. This provides a new view of salak production centers in the islands. The objectives of this study are 1) to analyze the marketing channel of salak pondoh in Pulau Besar Sub-district 2) to analyze the inequality of the value chain and its impact on the farmer share of salak pondoh in Pulau Besar Sub-district.

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RESEARCH METHOD

This research was conducted in Pulau Besar District, South Bangka Regency. The research location was determined purposively considering that in Pulau Besar Subdistrict, South Bangka Regency, salak production was carried out from March to April 2025. The method used in this study is the survey method. The farmer sampling method is a census or saturated sampling. The samples studied in this study were part of the population, so this study used a sample of 27 farmers registered in Pulau Besar Subdistrict who were engaged in popondo salak farming. The sampling of traders was carried out using the Snowball Sampling method (snowball sample), which obtained a sample of 11 salak traders.

The data collection technique in this study consists of primary and secondary data. Data collection in this study was carried out using the method:

1. Observation, the data collection method, is carried out by looking directly at the object of research. Make direct observations on the research object to know the field's activities. Observation is done to obtain data on the number of salak pondoh farmers in Pulau Besar District.
2. Interview, a research data collection method that involves asking the research subject directly. Farmers and traders of salak pondoh in Pulau Besar District were interviewed directly. This interview uses a structured interview method, using a written interview guide to ask questions.
3. Questionnaires are a commonly used tool in research to collect data from respondents with specialized knowledge or experience on the research topic. Salak pondoh farmers and marketing institutions in Pulau Besar sub-district received this questionnaire.

Data processing methods in this study there are two approaches used in this study, namely, descriptive and quantitative. Descriptive analysis describes the marketing institutions involved in the salak fruit marketing channel. Quantitative approach is an approach that primarily uses a paradigm in developing specific science using measurement and observation. Quantitative analysis of this research uses Farmer's Share analysis.

The first objective of this study was to analyze the marketing channel analysis to identify and map the value chain structure of the actors involved in each channel.

The second objective was analyzed using Farmer's Share analysis to see the profit or share received by farmers in the form of a percentage. Systematically used the following formula:

$$\mathbf{Fs = Pf / Pr\ (100\%)}$$

Pr: salak pondoh price at consumer level (Rp/kg),
Pf: price of salak pondoh at the farm level (Rp/kg).
Source: Asmarantaka (2014)

RESULTS AND DISCUSSION

Analysis of Salak Pondoh Marketing Channels in the District Pulau Besar

Marketing channel analysis analyzes the flow of commodities through which goods or

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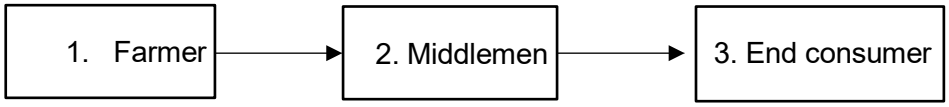
services pass from producers to consumers. This study aligns with research (1), which states that local distribution structures, market access level, and middlemen's role strongly influence variations in marketing channels for horticultural commodities. Research (1) also states that farmers benefit from shorter marketing channels. This study of salak pondoh in Pulau Besar Sub-district also supports the research results from (7), which states that good marketing channels are short marketing channels with small marketing costs. The marketing of salak pondoh in Panca Tunggal Village is theoretically in line with the distribution channel theory, according to (8), which divides marketing channels into direct and indirect channels. The following are the marketing channels for salak in the district Pulau Besar:

Figure 1. One salak marketing channel in the district Pulau Besar

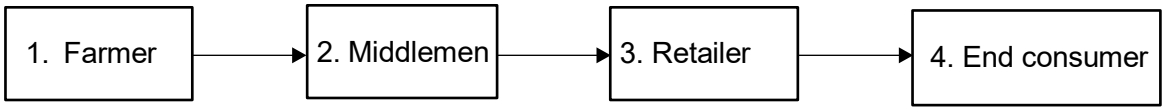
It is known that channel one is farmers to middlemen for IDR 9,206 / kg, then middlemen sell to final consumers for 15,316.

Figure 2. Marketing Channel of two salak in the district Pulau Besar



Marketing channel two is that farmers sell salak to retailers for Rp10,634/kg, then retailers sell to final consumers for Rp15,757/kg.

Figure 3.Marketing Channel of three salak in the district Pulau Besar



The third channel is where farmers sell salak to middlemen at Rp9,672/kg, then middlemen sell to retailers at Rp14,660/kg, then retailers sell to final consumers at Rp23,563/kg. This study is in line with research by (1) which states that the local distribution structure, market access level, and middlemen's role strongly influence variations in marketing channels for horticultural commodities. Research (1) also states that farmers benefit from shorter marketing channels. This study of salak pondoh in Pulau Besar Sub-district also supports the research results from (7), which states that good marketing channels are short marketing channels with small marketing costs. The marketing channels in this study fall into the indirect marketing category, as products move through one or more intermediaries. The theory states that the length of the marketing channel is related to the greater distribution costs incurred and the margin

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received by producers. This study's results align with research (12), which found that income is unequally distributed among marketing actors, benefiting traders more than producers as a value chain. Increasing farmers' income can reduce inequality in the value chain. In this study of salak in Pulau Besar sub-district, it was found that farmers only depend on marketing institutions because they do not have effective market information, so it is necessary to provide accurate market information. This aligns with research (20), which states that effective market information services must be established to provide accurate market information.

Farmer Share

Farmer share is the percentage of the price received by farmers compared to the price received by consumers. The result of dividing the price at the farm level by the price at the consumer level is multiplied by 100 to get a percentage unit. Based on the following research results, the calculation of the value of the farmer's share in marketing channels I, II, and III is presented.

Table 1. Farmer share analysis of salak pondoh in district Pulau Besar

Salak Price	**Marketing Channel**		
	I	II	III
1. Farmer Price (Rp/Kg)	9.194	10.534	9.672
2. Selling Price at Middleman Level (Rp/Kg)	15.316	0	14.660
3. Retailer Selling Price (Rp/Kg)	0	14.776	23.563
Farmer Share	60,10	71,29	41,04

Source: processed primary data, 2025

Based on the table, it is known that the distribution of the price share or farmer share value in each channel is different. The pattern of channel I price share received by farmers amounted to 60.10%, channel II amounted to 67.48, and channel III amounted to 41.04%.

The study of salak pondoh in Pulau Besar District is in line with research (7), which states that short marketing channels, low consumer selling prices, and low marketing margins will result in a high farmer share. Research (7) also states several factors that can affect the difference in the share of prices received by farmers or the percentage of farmers, in each pattern of marketing channels including, the value of different marketing margins for each pattern of marketing channels, and low and high prices for consumers or the highest marketing institutions. Thus, this study shows that the marketing channel structure affects the share of price received by farmers.

Previous research (9) and research (10) support these findings, stating that channels with shorter distribution chains tend to provide a higher percentage value for farmers due to better distribution efficiency. Therefore, in the marketing system of horticultural commodities such as

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salak pondoh, farmers' income is strongly influenced by selecting shorter and more effective marketing channels. Theoretically, the results of this study align with Soekartawi's (2002) marketing theory, which states that because the longer the marketing channel, there will be additional costs and margins at each marketing institution, resulting in a smaller share of the price received by farmers. This study aligns with research (10), which states that marketing channels are categorized as efficient if the marketing efficiency value is in the range of 0-33%. The results of this study support research (9), the smaller the efficiency level of the marketing system, the more efficient the marketing, so in this case the II marketing channel is efficient in the study area. In addition, these results also support research (1), which found that marketing channels are considered efficient if the margins and marketing costs are relatively low compared to the selling price at the consumer level.

This study aligns with research by (15) who found that a larger percentage of farmers are influenced by socioeconomic characteristics, namely education, age, and farming experience. This study shows that the largest percentage of farmers can increase farmers' income. The results of this study are theoretically in line with the marketing function theory of Kotler and Keller (8), which states that marketing efficiency can be achieved if marketing costs are low but still produce effective product distribution. The marketing channel structure theory of (11) also states that the length of the marketing channel does not always determine efficiency. A long channel can remain efficient if the product's sales volume and selling price are favorable. This is the case for channel III, which has high costs, but remains efficient due to the high selling price of the product. Thus, it can be concluded that a diverse marketing channel structure can still achieve efficiency, as long as distribution costs are controlled and product value is maintained.

CONCLUSION

The marketing channel of salak pondoh in Pulau Besar Sub-district consists of three marketing channels. Channel one is farmers, middlemen, and final consumers. Channel two is farmers, retailers, and final consumers. Channel three includes farmers, middlemen, retailers, and final consumers. Marketing of salak pondoh in Pulau Besar Sub-district is declared efficient. The most efficient channel is channel II with the highest farmer share value.

RECOMMENDATIONS

This research can increase the understanding of effective marketing strategies, especially for marketing institutions, which can make references to develop and determine more effective marketing approaches. Farmers are advised to choose marketing channels that provide the highest farmer share and efficient marketing costs. Based on the study's results, the II channel is most profitable for farmers. Farmers are therefore advised to strengthen relationships with retailers and reduce dependence on middlemen. Traders must pay attention to the distribution cost structure to improve marketing efficiency. In addition, cooperation with farmers and retailers can create a mutually beneficial marketing system. Future research is expected to examine more deeply the factors that affect marketing efficiency, such as distance, production volume.

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ACKNOWLEDGEMENTS AND FUNDING

The authors would like to express their deepest gratitude to all salak farmers in District Pulau Besar who have been willing to become respondents and provide important information in this study. Thanks also go to the Bangka Belitung Islands Province Agriculture Office and related institutions for secondary data support. Special thanks go to the supervisors, Mr. Yudi Sapta Pranoto and Ms. Yulia, for their guidance and constructive input during the research process. The authors also appreciate the assistance of fellow students who contributed to data collection. This research received no special funding from public, commercial or non-profit organizations. The authors independently funded this research as part of the final project of the undergraduate program at the Agribusiness Study Program, Faculty of Agriculture, Fisheries and Biology, University of Bangka Belitung, Indonesia.

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ISSN : 3109-6484 (Online - Elektronik)

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