

## **ANALYSIS OF PALM SUGAR PRODUCTION AND MARKETING FROM NAGARI TALANG ANAU, GUNUNG OMEH DISTRICT, 50 KOTA REGENCY**

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### **ABSTRACT**

Study done on Andalas University Batch 1 Basic Research Scheme funding assistance Year Budget 2023. Research This aim For describe palm sugar production , analyze income and profit palm sugar farmers , as well analyze palm sugar marketing . Study This use method survey with taking sample farmer palm sugar entrepreneurs as many as 35 people individually census and 1 trader collectors , 2 traders between area and 10 traders retailer that sells palm sugar from farmer from Nagari Talang Anau , District Mountain Omg District 50 Cities. From the results study found that palm sugar made from sap tapped palm \_ in a manner traditional from flower bunches male tree aren , then processed to be palm sugar . The production process start from tapping sap aren as material raw palm sugar , cooking sap aren so palm sugar , printing and wrapping sugar and palm sugar Ready marketed . Amount palm sugar production from Nagari Talang Anau This as much as 1,285 kg/ week with an average of 36.54 kg/ farmer . selling price farmers IDR 20,000/kg, costs production of IDR 7,734.67/kg with the average profit is Rp. Rp. 12,263.33/kg. The value of *return cost ratio* (RCR) is 2.59 which means Rp. 1.00 costs sacrificed will produce profit of IDR 1.59. There are 3 kinds channel marketing namely 1) farmers → trader retailer → consumers , 2) farmers →Trader collectors → trader retailer → consumers and 3) farmers → trader between area →trader retailer → consumer Where the most production marketed to outside area through channel marketing 3 of 62.65%. On the channel marketing 1 sale to consumer subdistrict Mountain Omg with price consumer IDR 22,000/kg, channel marketing 2 sale to Payakumbuh City with price consumers IDR 25,000/kg and channels marketing 3 sale to Riau Province with price consumers average IDR 26,000/kg. On the channel marketing 1 advantage farmers IDR 11,191.33/kg, traders retailer of 912.50/kg, On the channel marketing 2 advantages farmers IDR 12,749.66/kg, traders collectors IDR 1,010.91/kg and traders retailer 2111.05/kg. On the channel marketing 3 advantages farmers IDR 12,714.52/kg, traders between area IDR 2,232.98/kg, traders retailer IDR 2,162.51/kg. Efficiency marketing based on cost found on the channel marketing 1 of 10.69, channel marketing 2 of 12.86 and channels marketing 3 of 11.48. Seen channel the most efficient marketing 1 . Palm sugar business This give high profits \_ especially to farmer . For That suggested increase production and marketing of palm sugar .

**Keyword** : *nira aren , palm sugar , production , marketing*

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### **INTRODUCTION**

Tree aren can produce sap, namely water produced from flower bunches male tree palm that tastes sweet (Gunawan et al., 2020). Palm juice this processed in a manner traditionally by the people into palm sugar (Kurniawan et al., 2020). Activity palm sugar production started with take sap from tree palm by craftsmen aren in the morning and evening. Palm juice This can produced into sugar called palm sugar, with reduce water level from sap aren with method heat it up so that stay colored sugar crystals redness (Effendi, 2010). processing sap to be palm sugar includes (1) wiretapping sap, (2) filtering sap, (3) cooking, (4) printing, (5) packaging. Palm sugar Lots used public as material sweetener food. in business make cake and food traditional so that palm sugar production this have demand in society (Hadi et al., 2020). The taste of food that uses palm sugar has a distict taste with cane sugar or other sugar.

Circumstances tropical nature make plant are developed in Nagari Talang Anau Subdistrict Gunuang Omg District 50 Cities. Nagari Talang community Anau utilise tree are for obtain nira later will processed to be palm sugar. The people here utilise tree are for obtain nira later will processed to be palm sugar. Palm sugar farmers in the area this sell results production to trader incoming intermediaries alone to area his or farmer himself delivered with price sell based on market mechanism (Bolanle et al., 2022). Farmers who use trader intermediary for sell product results processed alone need more from one trader intermediary for the product can until to consumer end. Trader intermediary the among them trader collectors, traders between area and traders retailer (Fafchamps et al., 2005). Palm sugar this marketed in the region around location farmer, to cities closest and up to outside province. selling price farmer time pre survey to trader intermediary range between IDR 19,000 – 21,000/kg and prices sell to consumer between IDR 22,000- IDR 25,000/kg and prices sell outside consumers \_ province between IDR 26,000-IDR 27,000/kg. Objective from study this is describe palm sugar production, analyze income and profit palm sugar farmers, analyze palm sugar marketing (Hanifah, 1996). Benefit from study this is as material consideration for palm sugar farmers in producing and marketing palm sugar to farmers and materials consideration to trader intermediary in palm sugar marketing (Hesty, 2016).

## **METHODS**

### **Place and Time of Research**

Study conducted in Nagari Talang Anau Subdistrict Gunuang Omg District 50 City of West Sumatra Province from month February until with May 2023.

### **Method Study**

Method used in study is survey method. Method withdrawal sample for study This use method census, population entirely scheduled sample that is as many as 35 farmers palm sugar producer. Sample trader intermediary taken with method follow channel marketing from palm sugar farmers until to consumer to trader intermediaries involved.

### **Method Data Collection**

Primary data, identity farmers, procurement process material raw materials and production process of palm sugar, information marketing from farmer, identity trader intermediary, information marketing from trader. Secondary data, namely the data obtained from bibliography, institution or institution government related such as the Central Bureau of Statistics, Nagari Government, theses and journals related.

### **Observed Variables and Collected Data**

Observed variable for objective study first is description general area production palm sugar plan, identity farmers and traders intermediary and all activity in marketing carried out by farmers and traders. Palm sugar production process namely the tapping process sap, filtering sap, cooking, printing and packaging

On purpose study second, the observed variable are: initial processing costs production tapping sap are, production process, cost of palm sugar production process, cost marketing to farmers, acceptance and, price selling palm sugar farmer, profit farmers and return *cost ratio* (RCR).

On purpose study to three, the observed research variables are: channel marketing that occurs, costs marketing, price buy and price selling, profit, marketing margin and efficiency marketing

**Data Analysis**

Describe palm sugar production including procurement material raw and palm sugar processing analyzed with method descriptive data from procurement material raw materials and processing of palm sugar displayed in a manner narrative. describe channel palm sugar marketing analyzed with method descriptive Where displayed all channel marketing on the ground.

Analyze profit farmers and traders intermediary as well as marketing margins and efficiency palm sugar marketing done with method descriptive quantitative with use formulas:

**Cost depreciation tool**

$$D = \frac{P-S}{N} \dots\dots\dots (Usman, 2021)$$

Where: D = Magnitude depreciation (Rp/kg)

P = Purchase price tools (Rp/unit)

S = Residual value (Rp/unit)

N = Age Economical (Year)

**Capital interest**

$$\text{Capital interest} = \frac{(BT \times i)}{12} \times \text{long sales process} \dots\dots\dots (Usman, 2022)$$

Where: BT = Total cost before capital interest (Rp/ha/mt)

i = Tribal rate flower

**Reception**

$$TR_i = Y_i \times P_{yi} \dots\dots\dots (Hanifah, 1996)$$

Description: Tri = Total revenue (Rp/Kg/MT)

Yi = amount production paddy single marantau (Kg/MT)

pyi = price sell paddy single marantau (Rp/Kg)

**Profit**

$$K = (Y_i \cdot P_{yi}) - BT \dots\dots\dots (Soekartawi 1993)$$

Description: K = Profit (Rp)

Yi = amount production rice (Kg/MT)

pyi = price sell (Rp/Kg)

BT = total cost (Rp/Ha/MT)

**Marketing Margins**

$$M = H_e - H_p \dots\dots\dots (Yusri Usman, 2013)$$

Where: M = Marketing Margin (Rp/Kg)

He = retail price at traders retailer (Rp/Kg)

Hp = Price to farmers producer (Rp/Kg)

**Efficiency Marketing**

$$EP = \frac{TB}{TNP} \times 100 \% \dots\dots\dots (Soekartawi, 2002)$$

Where: EP = Efficiency Marketing

TB = Total Cost Marketing

TNP = Total Product Value ( price to consumers end )

## **RESULTS AND DISCUSSION**

### **Overview of Nagari Talang Anau**

Nagari Talang Anau is one nagari with area of 18.54 km<sup>2</sup> which is located in the District Gunung Omg District 50 Cities. This area have altitude 500 -1000 m above sea level with bulk rain 700 – 1200 ml/ year (Government District 50 Cities, 2020). This area suitable with condition grow plant aren. Ministry of Agriculture, Directorate RI Plantation General, (2013) states the distribution area plant aren between latitude 200 latitude - 110 latitude. Grow good on the ground clay, muddy, sandy at an altitude of 9 - 2,000 m above sea level with bulk Rain more than 1,200 mm/ year (Putra, 2011).

### **Palm Sugar Production Process in Nagari Talang Anau District of Sago Lareh Halaban District 50 Cities**

Activity production consists from activity beginning tapping sap aren, tapping, cooking, printing sugar and packing sugar.

**a. The Initial Process of Tapping Palm Nira.** Tree aren start flowering, after 6-7 years old. After 3-5 months bear fruit so tree aren will flower. Arenga flower will appear from the base of the top bunch is called the flower bunch male. In the initial process tapping after flower aren colored green purplish, bunches of flowers This being beaten and swung around more not enough for 6 weeks for so that the water is niranya easy flow time tap later. After seen sign fall flower male hence bunches of flowers the cut at the start grow flower. From the cut bunches will go out sap in a manner dripping palm water.

**b. Tapping Process Nira Aren.** After the water sap start dripping from flower ends cut male, tapping process start done. Nira water collected in tube made of bamboo special for this. This sap can generate up to 10 liters per bunch per day. Tube bamboo container sap installed in the evening for taken Morning the next day, then in the same bunch installed another bamboo tube for taken results in the afternoon. Shelter results lead sap going on about 12 hours per day. So results tapping taken twice daily. Long tapping process for one bunch can up to 7 months.

**c. Boiling palm sap.** Before the water sap boiled must filtered then water sap given soaking water mixture wood jackfruit which has cut into pieces. For preserve palm sugar. Boiling going on about 4-5 hours to arrive rate the water low about 6%. Farmer use large skillet for boil water sap this and use wood burn dry provided special for this (Jasaw et al., 2015). During sap water boiling must always stirring with spoon big so don't charred in underneath. Nira water will boil and will overflow until go out cauldron. For overcome overflow this farmer pouring about 3 spoons eat oil eat. Then water sap will thicken and colored indicating brown sap Already to sugar so busting done (Amzu et al., 2020).

**d. Palm Sugar Printing.** Sugar already ripe lifted and held A moment while stirred. Temporary That brown sugar mould has prepared. Print That usually made of from piece long bamboo. Already particular, that is produce palm sugar weighing 200 g for every mold. But there is also a weight of 1 kg for one mold. Print that pedestal with special clean board provided for this. Molds and plinths This before used soaked formerly a while before used, so the sugar Later after hard young free from the mold. After the sugar congeals the sugar is released from the mold. Sugar moved to in receptacle separately so that the remaining sugar water separates

and the sugar quickly cold. After the sugar cools then the sugar is transferred to the receptacle closed and ready for wrapped.

**e. Packaging**

Palm sugar that has been finished and cooled, after that wrapped with use leaf banana crackle. One pack a weight range about 1 kg. Wrap This tied with raffia rope and sugar ready for marketed.

Palm sugar produced from material raw form sap tree aren. In 1 tree aren Can tapped 1-5 flower bunches male from every tree aren. From the results study farmer palm sugar entrepreneurs in Nagari Talang Anau Subdistrict Gunuang Omg District 50 Cities can afford produce as much as 1,285 kg/ week with the average per farmer as much as 36.54 kg/ week from 250 sticks tree producing sugar palm.

**Analysis Palm Sugar Production in Farmers**

Production process costs This counted in units of kilograms (kg) of palm sugar production

**a. Cost Tapping Nira Aren**

Cost beginning palm sugar production this is costs incurred by palm sugar farmers in look for material raw palm sugar, that is sap aren. For cost beginning needed tools form ladder bamboo for climb tree aren, tube bamboo which is for container sap aren, wood bat for hitting flower bunches aren so go out niranya and knife or the machete used For cut flower bunches tree aren. Cost tools this counted cost its shrinkage Because can worn more from one time production process. Cost depreciation tool This Rp. 31.19/kg.

**b. Palm Sugar Production Process Cost**

For the production process needed tools like cauldron big for boil sap aren. Then spoon big from wood used for screw up sap medium palm cooked. Filter used for filter sap aren from dirt before cooked, Dipper used for move sap aren. Print used for printing palm sugar, Furnace For cook sap aren, scissors used in packaging of palm sugar and vehicles used for palm sugar carrier to trader collectors or trader between area. all the tools used This No finished use for one time production process. For count the cost used method cost depreciation tool. Cost depreciation tool This counted Rp . 1,124.03/kg. Then there is cost procurement wood burner and equipment Rp. Rp. 1,793.37/kg of palm sugar production. Cost power work IDR 4,105.12/kg. Amount production process costs IDR 6,998.98 /kg which is 34.99% of price sell. Production process costs plus cost tapping obtained IDR 7,244.93/kg

Table 1. Analysis Cost Production, Marketing and Profits to Farmers Palm Sugar Producers in Nagari Talang Anau Subdistrict Gunuang Omg District 50 Cities

No.	Criteria	IDR/kg	(%)
A	Cost Production	7,244.93	36,22
.	1. Cost Tapping	245.95	1.23
	a. Tool Shrinkage		
	1). Ladder	10,16	0.05
	2). Bamboo Tube	4.59	0.02
	3). Bat	2.71	0.01
	4). Knife	13.73	0.07

	b. Rope and mangosteen	46,79	0.23
	c. Labor _	167.97	0.84
	2. Cost of Production Process	6,998.98	34.99
	a. Tool Shrinkage	1124.03	5,62
	1). Cauldron	57.75	0.29
	2). Spoon	5,42	0.03
	3). Filter	4.74	0.02
	4). Dipper	3.39	0.02
	5). Print	3.39	0.02
	6). Cooking oil and tape yeast	23.54	0.12
	7). furnace	13.55	0.07
	8). Scissors	1.90	0.01
	9). Vehicle	1010.35	5.05
	b. Material burn and match fire	1793.37	8.97
	c. Labor _	4.105,12	20.53
B	Cost Marketing	489.74	2.45
	1. Plastic	86,62	0.43
	2. Box	104,33	0.52
	3. Rope	16,28	0.08
	4. Transportation	282.51	1.41
C	Total Cost	7,734.67	38,67
D	Acceptance / Selling price	20,000.00	100.00
E	Profit	12,265.33	61,33
F	Return Cost Ratio	2.59	

### **c. Cost Marketing**

Cost palm sugar marketing consists from cost buy plastic for palm sugar packaging, cost box or cardboard, cost rope for fasteners and costs form of transportation cost buyer material burn vehicle. For That obtained amount cost marketing of palm sugar to farmers an average of IDR 489.74/kg of production. Cost marketing this Enough small, only of 2.45% of price consumer.

### **d. Profit Farmer Producer**

Total cost of palm sugar consisting from cost wiretapping, fees production and costs marketing is IDR 7,734.67/kg of production. The amount of the total cost production and marketing of palm sugar this is 38.67% of the price consumer. Selling price of palm sugar from farmer to trader collectors and traders between area is IDR 20,000/kg. Based on That obtained profit farmer palm sugar producer is IDR 12,265.33/kg of production. Profit very big farmer 61.33% of price sell.

**e. Return Cost Ratio (RCR)**

With he knew amount reception and all cost in palm sugar business so can counted mark *return cost ratio* his or RCR. From the results calculation obtained RCR value of 2.59. It means with cost of IDR 1.00 then can generated reception Rp. 2.59. It also describes for every IDR 1.00 costs incurred will produce profit of IDR 1.59. Can conclude business This give big profit.

**Palm Sugar Marketing**

**Channel Marketing Palm Sugar Marketing**

Activity marketing of palm sugar in Nagari Talang Anau until in hand consumer end involve a number of institution marketing. Marketing agency consists from farmer manufacturers, traders collectors, traders between area, merchant retailers, and consumers end.

Based on results study got 3 types channel marketing palm sugar marketing from Nagari Talang Ana, namely:

1. Channels marketing 1: Farmer → Trader Retailer → Consumer
2. Channels marketing 2: Farmer →Trader collectors →Trader Retailer → Consumer
3. Channels marketing 3: Farmer →Trader Between Merchant Areas→ Retailer → Consumer

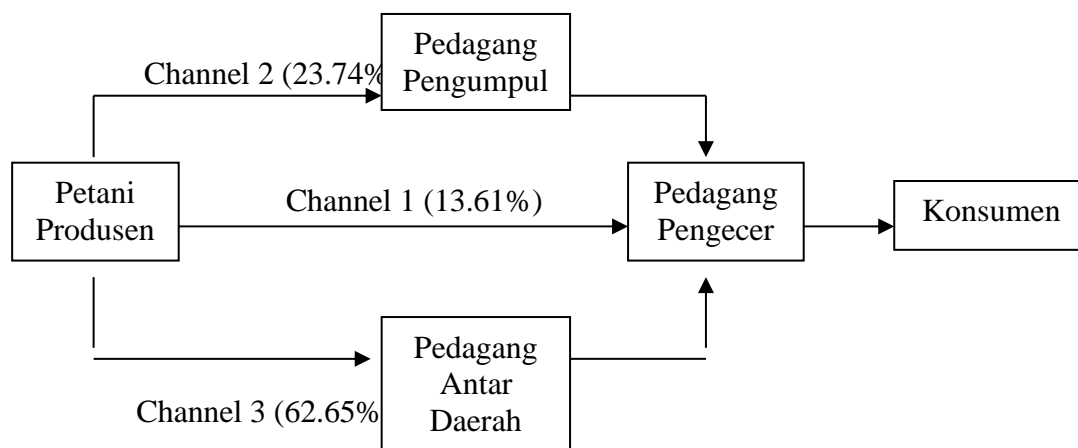


Figure 1: Channel Schematic marketing Palm Sugar Marketing from Talang Anau Subdistrict Mountain Omg District 50 Cities

On the channel marketing 1, farmers producer selling palm sugar to trader retailer, then from trader retailer for sale to consumer. Marketing process this done with method farmer producer deliver own palm sugar to place trader retailers in Nagari Talang Anau and sold with price IDR 20,000/Kg. Then trader retailer sell back palm sugar to consumer with price IDR 22,000/Kg. There is as much as 13.61 % palm sugar production marketed through channel marketing I.

On the channel marketing 2, farmers producer selling palm sugar to trader collectors, then trader collectors sell return to trader retailer, and from trader retailer new for sale to consumer. Marketing process this done with method farmer producer deliver palm sugar to place trader collectors in Nagari Talang Anau and sold with price IDR 20,000/Kg. Furthermore, trader

collectors This bring palm sugar to Ibu Market, Payakumbuh City for sale to trader retailer sold with price IDR 22,000/Kg. Then trader retailer selling palm sugar the to consumer with price IDR 25,000/Kg. Palm sugar marketed on the channel these 2 marketing as much as 23.74%.

On channel marketing 3, farmers producer selling palm sugar to trader between area, then for sale return to trader retailer, and from trader retailer just sold to the consumer. Marketing process this done with method of farmer producer deliver palm sugar to place trader collectors/traders between area in Nagari Talang Anau and sold with price IDR 20,000/Kg. Furthermore trader collectors/traders between area this bring palm sugar to outside area like Bangkinang, Pekanbaru and Duri in Riau Province, and for sale to trader retailer sold with price IDR 23,000/Kg. Then trader retailer selling palm sugar to consumer with price Rp. 26,000/Kg. There are as many as 62.65%. marketed palm sugar use channel marketing marketing 3 's.

### **Analysis Cost Profits, Marketing Margins and Efficiency Marketing of Nagari Talang Palm Sugar Anau Subdistrict Gunuang Omg District 50 Cities**

Table 2. Analysis Costs, Margins and Profits Marketing of Palm Sugar from Nagari Talang Anau Subdistrict Gunuang Omg District 50 Cities

No	Criteria	Channel 1	Channel 2	Channel 3
		IDR/kg	IDR/kg	IDR/kg
<b>A</b>	<b>Farmer</b>			
	1. Selling Price	20,000.00	20,000.00	20,000.00
	2. Fees Production	6851.03	5912.83	5964,14
	a. Initial Production Process	320.91	204,44	212.51
	b. Production Process	6530.12	5708.39	5,721.63
	3. Fees Marketing	1957,64	1337.51	1351.34
	a. Packaging	274.35	196.86	221.54
	b. shrinkage Scissors	2.43	1.59	1.67
	c. shrinkage Vehicle	1293.47	850,22	887.36
	d. Transportation	387,39	288,84	240.77
	4. Total Cost	8,808.67	7250.34	7,285.48
	5. Profit Farmer	11191.33	12,749.66	12,714.52
<b>B.</b>	<b>Trader collectors</b>			
	1. Purchase Price		20,000.00	
	2. Fees Marketing		989.09	
	a. shrinkage Scales		3.75	
	b. shrinkage Vehicle		250.00	
	c. Transportation		500.00	
	d. Demolish Load		100.00	
	e. shrinkage Product		0.67	
	f. Labor _		130.67	
	g. Capital Interest		4.00	
	3. Selling Price		22,000.00	



	4. Profit			1010.91
	5. Marketing Margins			2000.00
<b>C.</b>	<b>Trader Between Regions</b>			2000.00
	1. Purchase Price			20,000.00
	2. Fees Marketing			767.02
	a. Depreciation Scales			0.88
	b. Depreciation Vehicle			138,44
	c. Transportation			275.00
	d. Unload Load			33,33
	e. shrinkage Product			0.45
	f. Labor _			315.00
	g. Capital Interest			3.92
	Selling price			23,000.00
	4. Profit			2,232.98
	5. Marketing Margins			3000.00
<b>D.</b>	<b>Trader Retailer</b>			
	1. Purchase Price	20,000.00	22,000.00	23,000.00
	2. Fees Marketing	1.087.50	888.95	867,49
	a. Shop Rent	232.37	241.58	222,22
	a. Electricity	17,43	8,84	9,43
	c. Pocket Plastic	51.92	39,54	37,81
	d. shrinkage Scales	0.32	0.27	0.24
	e. shrinkage Product	3.54	3,32	3,31
	f. labor _	693.54	591,11	560.00
	g. Capital Interest	3.91	4,29	4.48
	3. Selling Price	22,000.00	25,000.00	26,000.00
	4. Profit	912.50	2111.05	2,162.51
	5. Marketing Margins	2000.00	3000.00	3000.00
<b>E.</b>	Total Cost Marketing	3045,14	3215.55	2985.85
<b>F.</b>	Total Cost	9,896.17	9128,38	8,919.99
<b>G.</b>	Total Marketing Margin	2000.00	5000.00	6000.00
<b>H.</b>	Total Admissions	22,000.00	25,000.00	26,000.00
<b>I.</b>	Total Profit	12103.83	15,871.62	17110.01
<b>J.</b>	Efficiency Marketing	10.69	12.86	11.48

On the channel marketing 1, farmers, traders retailers, consumers, the profits earned farmer namely IDR 11,191.33/kg and profit trader retailer only IDR 912.50/kg. On channel marketing 2, farmers, traders collectors, traders retailers, consumers, the profits earned farmer namely Rp. 12,749.66 / kg of profit trader collector IDR 1,010.91/kg and profits trader retailer IDR 2,111.05/kg. On channel marketing 3, farmers, traders between area, merchant retailers, consumers, the profits earned farmer namely IDR 12,714.52 / kg and profits trader between area IDR 2,232.98/kg and profit trader retailer IDR 2,162.51/kg. Seen on the third channel

marketing this profit earned farmer bigger from profit trader collectors, traders between area and traders retailer. Seen farmer strong in negotiating price compared to trader intermediary (merchant collectors, traders between area and traders retailer), so farmer become the determinant price (*price maker*) and traders intermediary (merchant collectors, traders between area and traders retailer) as recipient price (*price taker*) this due to 1) demand of palm sugar from area this high, because of palm sugar Lots used among industry food small in area consumers around subdistrict Mountain Omeh and District 50 Cities and City of Payakumbuh and palm sugar from area This capable compete from palm sugar from other areas in the region consumers in Riau Province because quality more high. 2) Palm sugar is a durable product, no easy broken and rotten so available time sales can longer. For that farmer No need haste sell it if price is again low. 3) Expenses covered farmer taller from the merchant collectors, traders between area and traders retailer.

Marketing margins channel marketing I IDR 2,000.00, channel marketing 2 IDR 5000.00. And channels marketing 3 IDR 6000.00. Channel marketing 3 has the largest marketing margins compared with channel marketing I and 2, because cost trader between area high. Percentage of total marketing margin from price third consumer channel marketing This Can said low. Low marketing margins describe channel good marketing.

Efficient value marketing channel marketing 1 of 10.69, channel marketing 2 of 12.86 and channels marketing 3 of 11.48 (Greco et al., 2007). Third value marketing efficiency from third channel marketing This small, so can said third channel marketing This efficient. From the third channel marketing in Nagari Talang Anau, channel marketing 2 more efficient compared to with channel marketing 2 and channels marketing 3. So efficiency marketing channel marketing 1 more ok.

## **CONCLUSION**

Palm Sugar is produced from material raw sap tree tapped palm from flower bunches male tree aren with method tradition in Nagari Talang Anau Subdistrict Mountain Omg District 50 Cities. Palm sugar production process started from process tapping sap aren, processing sap aren , printing and packaging. Amount production of palm sugar produced farmer from Nagari Talang Anau Subdistrict Mountain Omg Regencies of 50 Cities as much as 1,285 kg/ week with average production per farmer as much as 36.54 kg/farmer/week. Cost average production IDR 7,734.67/kg. Selling price of palm sugar from farmers IDR 20,000/kg with profit IDR 1,856,356.92/ week or IDR 12,265.33/kg. *The return cost ratio* (RCR) value is 2.59, which means every IDR 1.00 fee sacrificed will produce profit of IDR 1.59. Seen profit very tall farmer . There are 3 kinds channel marketing namely 1) farmers →trader retailer → consumers , 2) farmers →Trader collectors → trader retailer → consumers and 3) farmers → trader between area →trader retailer → consumer Where the most production marketed to outside area through channel marketing 3 of 62.65%. Channel marketing 1 marketed to Subdistrict Mountain Omg with price consumer IDR 22,000/kg, channel marketing 2 to Payakumbuh City with price consumers IDR 25,000/kg and channels marketing 3 to Riau Province with price consumers average IDR 26,000/kg.

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