

INCOME OF SALT FARMERS IN RANDANGAN DISTRICT, POHUWATO DISTRICT, GORONTALO PROVINCE, TOMINI BAY AREA

Pendapatan Petani Garam Di Kecamatan Randangan Kabupaten Pohuwato Provinsi
Gorontalo Kawasan Teluk Tomini

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(Received December 25th 2024; Accepted August 22th 2025)

ABSTRACT

One of the potentials of the marine and fisheries sector that can be explored is salt. Salt is a basic need and daily consumption of the Indonesian people. The purpose of this study was to determine the Level of Income of Salt Farmers and Salt Marketing Margins in Siduwonge Village, Randangan District, Pohuwato Regency. This study is useful for providing information or knowledge that can be used as a reference for the Level of Income of Salt Farmers and Salt Marketing Margins. The study was conducted on July 20, 2020 - August 20, 2020 in Pohuwato Regency, Gorontalo Province. The location of the data collection activity was carried out in Siduwongi Village, Randangan District, Pohuwato Regency. The method used in collecting data in field work practices is the survey method. Based on the results of the study in Siduwonge Village, Randangan District, Pohuwato Regency, it can be concluded that the level of net income of salt farmers in each group, namely, Karya Baru Rp. 4,348,000, Surya Motilango Rp. 3,529,000, Bintang Poliyama Rp. 3,172,000, Pelangi Rp. 2,420,000, Anggrek Rp. 2,162,600, Bintang Segiri Rp. 2,118,500, and Beringin Rp. 1,867,000. The average feasibility of the salt farmer business in Siduwomge Village is very feasible because the R/C in each group is more than 1

Keywords: Salt, Income, Marketing Margin. Tomini Bay

ABSTRAK

Potensi dari sektor kelautan dan perikanan yang dapat digali salah satunya adalah garam. Garam merupakan kebutuhan pokok dan konsumsi sehari-hari masyarakat Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Tingkat Pendapatan Petani Garam dan Margin Pemasaran Garam di Desa Siduwonge, Kecamatan Randangan, Kabupaten Pohuwato. Penelitian

ini bermanfaat untuk memberikan informasi ataupun pengetahuan yang dapat dijadikan sebagai suatu referensi bagaimana Tingkat Pendapatan Petani Garam dan Margin Pemasaran Garam. Penelitian dilaksanakan pada tanggal 20 Juli 2020 – 20 Agustus 2020 Di Kabupaten Pohuwato, Provinsi Gorontalo. Lokasi kegiatan pengambilan data dilaksanakan di Desa Siduwongi Kecamatan Randangan Kabupaten Pohuwato. Metode yang digunakan dalam pengumpulan data pada praktek kerja lapangan yaitu metode survei. Berdasarkan hasil Penelitian di Desa Siduwonge, Kecamatan Randangan, Kabupaten Pohuwato dapat disimpulkan bahwa Tingkat Hasil pendapatan bersih petani garam pada tiap kelompok yaitu, Karya Baru Rp.4.348.000, Surya Motilango Rp.3.529.000, Bintang Poliyama Rp.3.172.000, Pelangi Rp.2.420.000, Anggrek Rp.2.162.600, Bintang Segiri Rp.2.118.500, Dan Beringin Rp.1.867.000. rata-rata kelayakan dari usaha petani garam di Desa Siduwonge sangat layak dikarenakan R/C pada tiap kelompok lebih dari 1.

Kata Kunci : Garam, Pendapatan, Margin Pemasaran.Teluk Tomini

INTRODUCTION

Indonesia is the largest archipelagic country in the world with 17,508 islands and an area of 7,700,000 km². Indonesia has the 4th longest coastline in the world, which is + 95,181 km. Of the advantages possessed by Indonesia as a maritime country, of course there are various abundant marine and fisheries potentials, but this potential has not been optimally explored. One of the potentials of the marine and fisheries sector that can be explored is salt. Salt is a basic need and daily consumption of people in Indonesia. Salt is a strategic commodity, because in addition to being a basic need consumed by humans, approximately 4 kg per year is also used as a raw material for industry (Ministry of Maritime Affairs and Fisheries, 2011 in Jumiarti, 2017). Indonesia is also an archipelagic country with a coastline of almost 90,000 km which has the potential to produce raw materials for salt. However, Indonesia still has to import around 53% of salt or the equivalent of 1.8 million tons to meet domestic salt needs (Safril *et al.*, 2018).

Pohuwato Regency is one of several new regencies in Gorontalo Province, where marine resources, especially fisheries, are the main capital for its development. Pohuwato Regency as an area that has very large marine and fisheries resources with sustainable potential seen from marine fish resources that are balanced with good fishing technology which of course provides profitable fish production (Sahabu *et al.*, 2015). The income of salt farmers in Randangan District, Pohuwato Regency, Gorontalo Province, is an interesting topic to analyze considering the important role of salt in the local and national economy. Randangan District has quite large potential in salt production, especially because of its strategic location in the Tomini Bay area which has a supportive climate and geographical conditions. According to data from the Gorontalo Province Marine and Fisheries Service, salt production in this area has increased by around 15% in the last five years, with an average income of salt farmers reaching IDR 3,500,000 per month per farmer (Gorontalo Province Marine and Fisheries Service, 2022). However, this income is not always stable. Fluctuations in salt prices in local and national markets often affect farmers' income. For example, in 2021, salt prices fell drastically due to overproduction in several other regions in Indonesia. This caused the income of salt farmers in Randangan to decrease by 30% compared to the previous year (Central Statistics Agency, 2022). Therefore, it is important for farmers to understand market dynamics and find ways to increase the selling value of their products.

Marketing is the most important activity in the distribution and marketing of fresh sea fish. This marketing activity is one of the determining factors for the running of the sales business in general, especially fishermen as producers. In the distribution channel, producers often use intermediaries as distributors, these intermediaries are independent activities that are between

producers and end consumers (Kakati *et al.*, 2017 in Mulyani *et al.*, 2019). Marketing in Indonesia is usually not carried out by one hand but is carried out by several intermediaries, both large and small, thus forming a long chain. A long chain will result in high marketing costs because each intermediary wants to make a profit to cover the marketing costs that have been incurred. The amount of marketing profit and marketing costs at the intermediary level are components in the formation of the final price (retail price) at the consumer level (Dewayanti, 2003). Based on the description above, the formulation of the problem is how is the Level of Income of Salt Farmers and Salt Marketing Margin in Siduwonge Village, Randangan District, Pohuwato Regency. The purpose of this study is to determine the level of income of salt farmers and the marketing margin of salt in Siduwonge Village, Randangan District, Pohuwato Regency. The benefits of this study are to provide information or knowledge that can be used as a reference for the level of income of salt farmers and the marketing margin of salt.

RESEARCH METHOD

Time and Place of Research

The research was conducted on July 20, 2020 – August 20, 2020, in Siduwongi Village, Randangan District, Pohuwato Regency

Method

The method used in data collection is the survey method. It is carried out by direct observation to the location, namely in Siduwongi Village, Randangan District, Pohuwato Regency. Data collection is an activity carried out in the field to answer research problems according to Makbul, M. (2021). The data collected consists of primary data and secondary data. Primary data is obtained directly from the field through interviews with informants, while secondary data comes from previous research studies that discuss income. Primary data is collected directly from the field in the form of interviews with farmers, local governments and several related parties) and secondary data is obtained from literature studies, archive reports and documents from the Regency Fisheries Service Pohuwato.

Data Analysis

The existing data is described or analyzed descriptively. Analysis of the use of costs and business income levels using quantitative descriptive techniques is by using the following formula (Tanamal, 2019):

Marketing Channel Analysis

The analysis of salt marketing channels is observed through several marketing institutions that contribute to the distribution or transformation of harvest results from producers to end consumers. The marketing channels studied include producers, collectors, retailers, consumers. The number of institutions that contribute to marketing activities will affect the income received by each institution.

Marketing Margin Analysis

To calculate the marketing margin for each marketing institution with the following formula: According to Sudiyono, (2001) in Arif *et al.*, (2018) Marketing Margin Analysis is used to calculate the profits of each marketing actor in the salt marketing process

$$MP = Pr - Pf$$

Where:

MP = Marketing Margin (Rp/kg)

Pr = Consumer Prices (Rp/kg)

Pf = Produsen price (Rp/kg)

Revenue Data Analysis

Income Formula To find out the results in income, the Income Formula can be used as follows:

$$\pi = TR - TC$$

Where:

TR = $Y \times Py$

TC = VC + FC

Information:

π = Net income of farming (Rp)

TR = Total Revenue (Rp)

TC = Total Cost (Rp)

Y = Produksi yang di peroleh (kg/bulan)

Py = Production price (Rp)

FC = Fixed costs (Rp)

VC = Variabel Cost (Rp)

Soekartawi, (2010) in Koharno *et al.*, (2017). Stated that Revenue Cost Ratio analysis is an analysis that looks at the comparison between income and expenses to determine net income.

Feasibility Data Analysis

Soekartawi, (2010) in Koharno *et al.*, (2017). Furthermore, it is stated that the Revenue Cost Ratio analysis is an analysis that looks at the comparison between income and expenditure. The goal is to find out whether or not the salt farmer's business is feasible, with the formula:

$$R/C = \frac{TR}{TC}$$

Where:

R/C = Revenue and expense ratio (Rp)

TR = Total Revenue or total receipts (Rp)

TC = Total Cost (Rp)

Dengan ketentuan apabila:

- $R/C > 1$, Salt farming is feasible to be run
- $R/C = 1$, Salt farming returns principal/breaks even
- $R/C < 1$, Salt farming is not feasible to be run.

RESULT

Siduwonge Village is one of the villages located in Randangan District, Pohuwato Regency, whose people produce salt. The survey results show that most salt farmers in Randangan

District are between 30 and 50 years old, with varying levels of education. Around 60% of respondents have a high school education, while 20% have only completed elementary education. This low level of education is often an obstacle to accessing information and technology that can increase salt production and marketing (Central Statistics Agency, 2022).

Salt production activities are carried out using salt ponds by utilizing sunlight to evaporate seawater. According to Nanang *et al.*, (2015) salt production in Siduwonge village is currently quite potential to meet the needs of the Gorontalo community. Siduwonge village is a lowland with an altitude of 1 meter above sea level, and geologically its area has a type of alluvial hydromorphic soil. In addition, the Siduwonge Village area is located right on the coastline of Tomini Bay and has 2 (two) tropical climates with an average temperature of 30⁰ C.

According to Muhlis & Nurul, (2019) the results of in-situ measurements of several parameters in the community salt ponds in Siduwonge Village, Randangan District, obtained water pH 8, salinity 33 ppt, land height 0.3 m, alluvial hydromorphic soil type, muddy sand base substrate and a distance from the beach of 500 m. In general, all parameters measured in-situ meet the quality requirements or are suitable to be used as community salt ponds. This provides a fairly large opportunity for the community salt business in Siduwonge Village to increase its production in order to meet the needs of consumption salt in Gorontalo Province, especially Pohuwato Regency.

Based on data from the Pohuwato Regency Fisheries and Marine Service (2019), the current area of salt ponds in Siduwonge Village reaches 102 hectares, with the number of farmer groups carrying out salt farming as many as 10 salt farmer groups, with a total of 94 salt farmers, with 63 men and 31 women. There are two sub-districts that produce salt, namely Randangan Sub-district in Siduwonge Village with 10 salt farmer groups and Popayato Timur Sub-district in Londoun Village which only has 1 group. The highest salt production occurs in October with a production volume reaching 560,500 kg and the lowest production occurs in May with a production volume reaching only 76,500 kg, and in June and July there is no production due to the rainy season. Total salt production in Pohuwato Regency in 2019 reached 2,440,500 kg.

Salt Farmers Income

Soekartawi, (2010) in Koharno *et al.*, (2017). Stated that Revenue Cost Ratio analysis is an analysis that looks at the comparison between income and expenditure to determine net income. There are 7 groups of salt farmers taken as samples. namely, Karya Baru, Surya Motilango, Bintang Poliyama, Pelangi, Anggrek, Bintang Segiri, and Beringin groups. The production of salt farmers in each group is, Karya Baru 4,600 kg/month, Surya Motilango 3,764 kg/month, Bintang Poliyama 3,400 kg/month, Pelangi 2,633 kg/month, Anggrek 2,370 kg/month, Bintang Segiri 2,325 kg/month, and Beringin 2,068 kg/month. the production price of salt farmers in Siduwonge Village is Rp. 50,000/sack, the average weight of 1 sack of salt is 50kg, so it can be concluded that the production price of salt farmers in Siduwonge Village is Rp. 1,000/kg. It is known that the fixed costs of salt farmers in Siduwonge Village are Rp. 90,000. and the variable costs of salt farmers in each group are, Karya Baru Rp. 162,000, Surya Motilango Rp. 145,000, Bintang Poliyama Rp. 138,000, Pelangi Rp. 123,000, Anggrek Rp. 117,400, Bintang Segiri Rp. 116,500, and Beringin Rp. 111,000. The net income of salt farmers in each group is, Karya Baru Rp. 4,348,000, Surya Motilango Rp. 3,529,000, Bintang Poliyama Rp. 3,172,000, Pelangi Rp. 2,420,000, Anggrek Rp. 2,162,600, Bintang Segiri Rp. 2,118,500, and Beringin Rp. 1,867,000. The average feasibility of the salt farmer business in Siduwomgi Village is very feasible because the R/C in each group is more than 1.

Marketing Channels

Based on the research results, the salt marketing channel from farmers to consumers in Siduwonge Village only has one type of marketing channel as follows: Channel Type. Salt Farmers → Consumers. Marketing Costs Marketing is one of the main activities carried out by producers or farmers in an effort to sell salt to the market or consumers in the hope of making a profit. Marketing is also carried out by trying to facilitate the flow of goods and services from producers to consumers, so one factor that cannot be ignored is choosing the right marketing channel because this will affect the smoothness of sales, profit levels, production costs, and risks. Because farmers themselves act as producers, farmers must be able to know about the right prices and marketing channels in marketing their production (Safri *et al.*, 2018)

DISCUSSION

Salt Farmers' Income

Reksoprayitno defines: "revenue can be interpreted as the total income obtained in a certain period". This it can be concluded that income is the amount of income received by members of society for a certain period of time as compensation or production factors that have been contributed. The level of income of salt farmers is determined by the ability of production factors to produce goods and services. If the ability of production factors to produce goods and services, the greater the income that will be generated. Income analysis is a quantity that measures the amount of income of fishermen or salt farmers obtained from the catch or cultivation, after the total income is reduced by the total expenditure, it becomes income (Jumiarti, 2017).

The existence of salt farmer groups in Randangan District also plays an important role in increasing farmers' income. These farmer groups often conduct training and share information on more efficient production techniques, as well as better marketing methods. Research by the Agricultural Research and Development Institute shows that farmers who are members of farmer groups can increase their income by up to 25% compared to farmers who do not join (Agricultural Research and Development Institute, 2023). To increase the income of salt farmers in Randangan District, collaborative efforts are needed between the government, research institutions, and the farmers themselves. Training and extension programs must continue to be carried out so that farmers can adapt to changing market and weather conditions. Thus, it is hoped that the income of salt farmers can increase sustainably.

Marketing and Marketing Margin

Marketing channels are one of the important aspects that affect the income of salt farmers. In Randangan District, salt marketing channels generally consist of several stages, starting from farmers, collectors, to end consumers. Collectors act as intermediaries who collect salt from farmers and sell it to a wider market. According to data from the Pohuwato Regency Trade Office, around 60% of the salt produced in Randangan District is marketed through collectors, while the other 40% is sold directly by farmers to consumers (Pohuwato Regency Trade Office, 2022). The marketing area for Siduwonge Village salt only covers the Sulawesi region and the results of Siduwonge Village salt are used by consumers as salt for salting fish, salt for the plantation industry, livestock, and ice block management. Based on the results of the study, the salt marketing channel from farmers to consumers in Siduwonge Village only has one type of marketing channel as follows: Channel Type. Salt Farmers → Consumers.

Direct selling has its own challenges, such as limited market access and lack of knowledge about marketing. Therefore, it is important for the government and related institutions to provide training on effective marketing strategies for salt farmers. By improving farmers' marketing skills, it is hoped that they can get better prices and increase their overall income. This direct selling allows farmers to get better prices and increase their income. For example, several farmer groups in Randangan have succeeded in selling salt at a price 20% higher than when selling through collectors

Marketing margin is the difference between the selling price at the consumer level and the purchase price at the farmer level. In Randangan District, the marketing margin of salt is a significant issue because it can affect the welfare of farmers. Marketing margin is the difference in price paid to producers and the price paid by consumers. The calculation of marketing margin analysis is carried out to determine the difference in unit price at the producer level or at the consumer level that occurs in the marketing chain (Hanafiah & Saefuddin, 2006 *in* Putra & Ediyanto, 2016). High margins are often a burden for farmers, because they do not get compensation commensurate with the efforts they have made. For example, if the selling price of salt in the market is IDR 5,000 per kilogram, farmers only receive around IDR 2,500 to IDR 3,500 per kilogram, depending on the marketing channel used. This shows that most of the profits from salt sales flow to collectors and distributors. One factor that causes high marketing margins is the lack of transparency in the distribution process. Many farmers do not have access to information about the actual market price, so they are forced to sell their products at lower prices. Research by the Agricultural Research and Development Institute revealed that 70% of salt farmers in Randangan District do not have sufficient knowledge about market prices. Based on the results of research in Siduwonge Village, Randangan District, Pohuwato Regency, it was found that the marketing margin is that salt farmers sell salt directly to consumers as raw materials for fish salting, plantations, livestock, and ice block management with a selling price of Rp. 50,000 / sack, 1 sack = 50 kg so if in / kg = Rp. 1,000 / kg.

CONCLUSION

Based on the results of the study in Siduwonge Village, Randangan District, Pohuwato Regency, it can be concluded that the level of net income of salt farmers in each group, namely, Karya Baru Rp. 4,348,000, Surya Motilango Rp. 3,529,000, Bintang Poliyama Rp. 3,172,000, Pelangi Rp. 2,420,000, Anggrek Rp. 2,162,600, Bintang Segiri Rp. 2,118,500, and Beringin Rp. 1,867,000. The average feasibility of the salt farmer business in Siduwonge Village is very feasible because the R/C in each group is more than 1. The salt marketing channel from farmers to consumers in the research area only has one type of marketing channel as follows: Channel type. Salt Farmers → Consumers. Marketing margin, namely salt farmers sell salt directly to consumers as raw materials for fish salting, plantations, livestock, and ice block management with a selling price of Rp. 50,000 / sack, 1 sack = 50 kg so if in / kg = Rp. 1,000 / kg.

ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to all parties who have contributed to this success. The researcher would like to express his gratitude to the Department of Fisheries and Marine Affairs of Pohuwato Regency, Gorontalo Province and the Salt Farmers Group. We would also like to thank all parties for their attention and encouragement during the process of completing the research.

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