

EFISIENSI PEMASARAN TOMAT (*SOLANUM LYCOPERCIMUM*) DI KELURAHAN TAMAONA KECAMATAN TOMBOLO PAO KABUPATEN GOWA

MARKETING EFFICIENCY OF TOMATO (*SOLANUM LYCOPERCIMUM*) IN TAMAONA VILLAGE TOMBOLO PAO SUB-DISTRICT GOWA REGERNCY

Nurlia Azzahra^{1*}, Rahmawaty A. Nadha¹, Nurhaliza²

¹Agribisnis, Fakultas Pertanian, Universitas Hasanuddin, Makassar.

²Komunikasi & Penyiaran Islam, Universitas Islam Negeri Alauddin Makassar, Makassar.

*Korespondensi: nurliaazzahra04@gmail.com

Riwayat Artikel:

Pengajuan: 07/09/26

Diterima: 30/09/26

Online: 30/09/26

© Penulis (2026). Artikel ini merupakan artikel Akses Terbuka yang didistribusikan berdasarkan ketentuan lisensi Creative Commons Attribution (CC BY)



ABSTRAK

Sebagai negara agraris, Indonesia memiliki keunggulan besar karena sebagian besar penduduknya bekerja sebagai petani dan wilayahnya didominasi oleh daerah pedesaan, sehingga memiliki lahan pertanian yang luas. Sektor pertanian mencakup beberapa subsektor, salah satunya adalah hortikultura. Jenis tanaman hortikultura meliputi sayuran, buah-buahan, tanaman hias, dan tanaman biofarmaka. Salah satu komoditas hortikultura unggulan dalam agribisnis adalah tanaman tomat. Tujuan. Penelitian ini bertujuan untuk menganalisis efisiensi pemasaran tomat (*Solanum lycopersicum*) di Desa Tamaona, Kecamatan Tombolo Pao, Kabupaten Gowa, Sulawesi Selatan. Metode. Pendekatan yang digunakan adalah metode analisis kualitatif yang berfokus pada hubungan antara sistem pemasaran, produktivitas, dan keberhasilan usahatani tomat. Hasil penelitian menunjukkan bahwa sebagian besar petani masih memasarkan hasil panen mereka melalui pedagang pengumpul yang datang langsung ke lokasi. Saluran pemasaran yang terbentuk termasuk dalam kategori III, yaitu petani - pedagang pengumpul - pengecer - konsumen, dengan selisih harga sebesar Rp5.000/kg antara harga jual petani dan harga di pasar tradisional. Ketergantungan petani terhadap pedagang pengumpul dipengaruhi oleh hubungan personal yang telah terjalin lama, meskipun hal ini menyebabkan posisi tawar petani menjadi lemah. Efisiensi pemasaran di wilayah ini juga dipengaruhi oleh terbatasnya akses informasi, kurangnya pengetahuan tentang pemasaran modern, serta budaya pasrah terhadap sistem yang ada. Meskipun terdapat inisiatif individu dari beberapa petani untuk menjual langsung ke pasar atau berbagi informasi harga, upaya-upaya tersebut masih bersifat sporadis dan belum terorganisasi secara kolektif. Kesimpulannya, sistem pemasaran tomat di Desa Tamaona belum efisien dan memerlukan penguatan kapasitas petani serta akses ke saluran pemasaran alternatif yang lebih menguntungkan.

Kata Kunci : Efisiensi Pemasaran, Pengepul Tomat, Kelurahan Tamaona

ABSTRACT

Indonesia, which is an agricultural country, has a great advantage where most of the population works as farmers and most of its territory is rural

*areas so that it has extensive agricultural land. The agricultural sector consists of several sub-sectors, one of which is horticulture. Types of horticultural plants include vegetables, fruits, ornamental plants and biopharmaceuticals. One type of horticulture which is a superior commodity in agribusiness is the tomato plant. Objective. This study aims to analyze the marketing efficiency of tomatoes (*Solanum lycopersicum*) in Tamaona Village, Tombolo Pao District, Gowa Regency, South Sulawesi. Method. The approach used is a qualitative analysis method with a focus on the relationship between marketing systems, productivity, and the success of tomato farming. The results of the study show that most farmers still market their harvests through collectors who come directly to the location. The marketing channels formed are included in category III, namely farmers - collectors - retailers - consumers, with a price difference of IDR 5,000 / kg between the selling price of farmers and the price in traditional markets. Farmers' dependence on collectors is influenced by long-standing personal relationships, although this causes farmers' weak bargaining position. Marketing efficiency in this area is also influenced by limited access to information, lack of modern marketing knowledge, and a culture of resignation to the existing system. Although there are individual initiatives from some farmers to sell directly to the market or share price information, these efforts are still sporadic and have not been organized collectively. In conclusion, the tomato marketing system in Tamaona Village is not yet efficient and requires strengthening the capacity of farmers and access to more profitable alternative marketing channels.*

Keywords: *Marketing Efficiency, Tomatoes Collectors, Tamaona Village*

1. BACKGROUND

Gowa Regency, particularly in Tamaona Subdistrict, Tombolo Pao District, has considerable potential to increase vegetable crop production, especially tomatoes. This is supported by weather and climate factors that are suitable for various vegetable crops such as tomatoes, potatoes, cabbage, carrots, and others. These types of vegetable crops are well-suited to be cultivated in Tamaona Subdistrict, Tombolo Pao District, because this district is a highland area with a relatively cool climate. One of the districts in Gowa Regency engaged in tomato farming is Tombolo Pao, where the production of horticultural crops, especially tomatoes, varies across villages. Tamaona Subdistrict is one of the areas with the highest tomato production compared to other villages. The large number of tomato farmers in Tamaona contributes to the high volume of tomato production (Nurul Hardiyanti, 2021).

For consumers, high tomato prices become a financial burden, while for farmers, the profits tend to decline due to the low selling prices received at the producer level. Farmers' income is significantly influenced by the marketing of their produce and the prevailing prices, where inefficient marketing results in low prices received by farmers compared to the prices paid by consumers. However, farmers in Tamaona Subdistrict face various challenges in marketing their harvests. Price fluctuations, limited access to broader markets, dependence on middlemen, and lack of knowledge about effective marketing strategies are among the main problems. These conditions often cause farmers' income to be unstable and disproportionate to the efforts they have invested in the cultivation process. Therefore, I intend to conduct a research study entitled "*Marketing Efficiency of Tomatoes in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency.*"

Tomato demand in Tamaona Subdistrict would increase if the marketing pattern were more efficient. In this regard, to improve farmers' income, it is necessary to conduct a study

on the marketing practices in Tamaona, where tomatoes are typically sold to collectors, then to retailers, then to markets, and finally to consumers. To obtain high selling value, the marketing mechanism must run effectively, aiming to benefit all parties involved. Hence, the marketing of tomatoes in Tamaona Subdistrict is being studied.

2. RESEARCH METHODS

This research uses a survey method. The data collection techniques used in this study are as follows:

1. Observation: Data was collected through direct observation of the research object (Mukhamad Fathoni, 2019).
2. Interview: This method involves direct interaction with all parties related to the issue being studied (Mukhamad Fathoni, 2019).
3. Questionnaire: This approach involves distributing a list of questions to respondents for the purpose of conducting a question-and-answer session. The questionnaire results are used to analyze the variables being studied (Mukhamad Fathoni, 2019).
4. Documentation: Supporting data such as photographs and field notes were collected as documentation.

The number of samples obtained was 98 respondents. The sampling technique used in this research is simple random sampling, which is used to randomly select samples from the population so that each member of the population has an equal chance of being chosen as a research sample.

This study employs a qualitative analysis method. The qualitative approach aims for an in-depth understanding of a research topic through data collection, which is then systematically analyzed by the researcher. The data collected for analysis consists of primary data and secondary data (Abdi, 2020).

3. RESULT DAN DISCUSSION

The respondents in this study consist of tomato farmers, middlemen, and consumers located in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency. Several respondent characteristics considered important include age, gender, education level, and farming experience. These characteristics are considered significant because, in addition to influencing farming practices and cultivation techniques, they also affect productivity.

3.1. Age

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on age are as follows.

Tabel 1. Characteristics of Tomato Farming Respondents by Age Group in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No.	Age	Number of respondents	Presentase
1	19 – 40	48	48,9%
2	41– 60	41	41,8%
3	61 – 80	9	9,1%
Total		98	100%

Sources: Processed primary data, 2025

Based on Table 1, it can be seen that the age of tomato farming respondents in Tamaona Subdistrict is dominated by those in the 19-40 age group, totaling 48 individuals or 48.9%, of which 27 are farmers. This indicates that tomato farming is generally carried out by individuals in their productive age. In general, people of productive age tend to have high motivation. Age is a factor that influences labor capacity and farmers' way of thinking, including logical thinking in solving problems.

3.2. Gender

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on gender are as follows.

Tabel 2. Characteristics of Tomato Farming Respondents by Gender Group in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No	Gender	Number of respondents	Persentase
1	Female	36	36,7%
2	Male	62	63,2%
Total		98	100%

Source: Processed primary data, 2025

Based on Table 2, it shows that the majority of tomato farming respondents are male, totaling 62 individuals or 63.2%. As heads of households, they are generally responsible for fulfilling their families' needs, in comparison to female respondents.

3.3. Education Level

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on education level are as follows.

Tabel 3. Characteristics of Tomato Farming Respondents by Education Level Group in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No	Education Level	Number of respondents	Persentase
1	No formal education	5	5,1%
2	Did not complete elementary school	12	12,2%
3	Elementary School	38	38,7%
4	Junior High School	28	28,5%
5	Senior High School	14	14,2%
6	Diploma/bachelor's degree	1	1%
Total		98	100%

Sources: Processed primary data, 2025

Based on Table 3, it shows that the education level of tomato farming respondents is predominantly at the elementary school level, with 38 individuals or 38.7%. Education enhances one's ability to think more rationally and make better decisions when facing various alternatives. In line with this, farmers with higher levels of education tend to understand and adopt new technologies more quickly. Therefore, the higher the education level of a farmer, the more efficient they are in their work and the wiser they are in making decisions related to farming activities.

3.4. Land Ownership Status

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on land ownership status are as follows.

Tabel 4. Characteristics of Tomato Farming Respondents by Land Ownership Status Group in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No	Land Ownership Status	Number of respondents	Persentase
1	Own land	22	22,4%
2	Rented/share land	24	24,4%
Total		46	46,8%

Sources: Processed primary data, 2025

Based on Table 4, it can be seen that tomato farming respondents in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency are dominated by those with rental/shared land ownership status, totaling 24 individuals or 24.4%.

3.5. Land Area

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on land area are as follows:

Tabel 5 Characteristics of Tomato Farming Respondents by Land Area in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No	Land Area	Number of respondents	Persentase
1	1-100 are	26	26,5 %
2	111-700 are	19	19,3 %
3	1 hektar	1	1 %
Total		46	46,8 %

Sources: Processed primary data, 2025

Based on Table 5, it can be seen that the majority of tomato farming respondents in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency own less than 100 ares of land, with 26 individuals or 26.5%. This is due to the fact that most tomato farmers in Tamaona rent or share land, resulting in the majority of them cultivating plots no larger than 100 ares. However, there is also one farmer who owns a 1-hectare plot of land.

3.6. Farming Experince

Based on interviews conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, the characteristics of respondents based on farming experience are as follows.

Tabel 6 Characteristics of Tomato Farming Respondents by Farming Experience Group in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, 2025

No	Farming Experience (Year)	Number of respondents	Persentase
1	1-20	20	20,4%
2	21-40	20	20,5%
3	41-60	6	6,1%
Total		46	46,8 %

Sources: Processed primary data, 2025

Based on Table 6, it can be seen that tomato farming respondents in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency have farming experience ranging from 1 to 40 years, with 40 individuals or 40.8% falling into this category.

3.7. Marketing Channels Used by Farmers

Interviews with 46 tomato farmers in Tamaona Subdistrict revealed that the selling price per kilogram received by farmers varies between Rp 5,000 and Rp 8,000, depending on the season, harvest quality, and the distribution channel used.

Most farmers, particularly those over the age of 50 with more than 25 years of farming experience, sell their produce to middlemen (collectors). As stated by Dg. Lawa (65 years old): *"Selling directly to the market sometimes earns more, but it's tiring and I have no vehicle to carry everything. It's easier to give it to the collector - it's quick and costs nothing."*

Another farmer, Arsan Jaya (34 years old), mentioned that the price offered by collectors ranges from Rp 6,000 to Rp 7,000 per kilogram, depending on harvest conditions and market stock. Meanwhile, younger farmers like Nurhikmah (29 years old) and Rizal (26 years old) have tried selling directly to market retailers for a higher price, even though they had to bear transportation and packaging costs themselves.

"If I sell directly at the market, I can get Rp 8,000, but I have to wake up early and carry it myself. It's tiring, but more profitable. Still, I'd rather sell to the collector because the net income is about the same once you deduct transport costs - especially since I don't own a private vehicle to deliver it to retailers or modern markets" said Nurhikmah. *"I don't yet know how to sell to modern stores in Makassar, so I just sell to collectors for convenience"* said Rizal.

From these interviews, it can be concluded that the efficiency of marketing channels significantly affects the selling price received by farmers. Farmers who sell directly to markets or retailers tend to obtain higher prices but must bear additional costs.

These findings show that decisions about choosing a marketing channel are closely related to convenience, age, accessibility, and farming experience. This aligns with the opinion of Safitri et al. (2019), who stated that in agricultural marketing, social relations and distribution efficiency often become dominant factors in decision-making. Furthermore, farmers in hilly areas tend to rely on collectors due to limited transportation facilities and time constraints. A similar pattern is evident in Tamaona, where most farmers prioritize ease of distribution access even though it means receiving lower selling prices

3.8. Consumer's Perceptions on Tomato Purchase Sources

Interviews with 30 consumer respondents in Tamaona Subdistrict showed that the majority are aware of the price differences between buying tomatoes directly from farmers and from market retailers. Most respondents stated that tomatoes are cheaper when purchased directly from farmers, although access to farmers is limited. As expressed by Mrs. Ana (23 years old):

"Buying directly from farmers is definitely cheaper, around Rp 5,000 to Rp 8,000 per kilo, depending on the harvest. But it's not always available, and you have to go straight to the field. At the market, prices can go up to Rp 13,000 to Rp 20,000 per kilo, depending on the season and supply."

Similar sentiments were shared by Mrs. Aisyah (25 years old), who recalled buying during harvest season:

“I’ve bought directly from the field before - it was cheaper. But nowadays it’s rare because it’s a hassle. The market is more expensive, but it’s easier.”

However, several consumers admitted to not knowing the exact price differences because they’re used to buying at the market. As said by Mrs. Ita (40 years old):

“I’m not really sure - I usually just buy from the market. Sometimes it’s expensive, sometimes it’s cheap, depending on the season.”

The interviews show a general consumer understanding that buying directly from farmers offers cheaper prices, around Rp 5,000-Rp 8,000/kg, while market prices range from Rp 13,000-Rp 20,000/kg, especially during low-supply seasons or rainy periods such as December 2024 to March 2025. This indicates that accessibility and convenience are the primary factors that make most consumers prefer to buy at markets, even at higher prices. This is in line with Negara (2018) who stated that in vegetable purchasing decisions, time and ease of access are more dominant factors than price differences.

$$\text{Marketing efficiency (EP)} = \frac{\text{Output}}{\text{Input}} \times 100\%$$

Efficiency is a comparison between the output produced and the input used. The greater the output relative to the input, the more efficient the process.

- Output: The results or benefits gained from marketing activities, in this case the selling price received by farmers, ranging between Rp 5,000 to Rp 8,000/kg
- Input: All resources or costs incurred in the marketing process, including farmers' working capital, ranging from Rp 3 million to Rp 10 million, with an average profit of Rp 4 million to Rp 8 million

Marketing distribution channels for tomatoes in Tamaona Subdistrict are as follows:

- Channel I: Farmer → Direct Consumer
- Channel II: Farmer → Collector → Consumer
- Channel III: Farmer → Colloctor → Retailer → Cunsumer
- Channel IV: Farmer → Market Trade → Consumer

In Tamaona, the marketing channels used are Channel I, II, and III. The formula for marketing efficinecy (EP) is:

$$\text{Marketing efficiency (EP)} = \frac{\text{Output}}{\text{Input}} \times 100\%$$

Output = Total sales value

Input = All costs from farmer to consumer (Transportation, labor, packaging, etc.)

$$\text{EP} = \frac{5.000.000}{10.000.000} \times 100\%$$

$$\text{EP} = 0,5 \times 100\%$$

$$\text{EP} = 50\%$$

The higher the EP value, the more efficient the marketing system. Therefore, based on interviews with 46 farmers, and a calculated total output of Rp 5,000,000 and input costs of Rp 10,000,000, the marketing efficiency rate is:

$$\frac{5.000.000}{10.000.000} \times 100\% = 50\%$$

An efficiency value of 50% indicates that the marketing system used is not yet efficient, because the sales result (output) is still lower than the costs incurred (input). In other words, for every Rp 1 spent, only Rp 0.50 is returned in sales value.

This condition reflects losses in the marketing process, which may be caused by:

- High distribution or operational costs
- Low tomato selling prices
- Dependence on middlemen
- Long marketing channels

Therefore, an evaluation of more efficient marketing channels is necessary, such as shortening the distribution chain or improving product quality and market competitiveness.

4. CONCLUSION

The research conducted in Tamaona Subdistrict, Tombolo Pao District, Gowa Regency, South Sulawesi analyzed the marketing efficiency in relation to tomato productivity and farming success. Data analysis was carried out using a qualitative approach. The results showed that farmers are still selling their tomato harvests to middlemen, where the price offered by middlemen differs by approximately Rp 5,000/kg from the price paid by consumers in traditional markets. Therefore, the marketing channel used in Tamaona Subdistrict falls under Channel III, which is: farmer → middleman → retailer → consumer.

This result indicates that the decision to choose a marketing channel is closely related to convenience, age, accessibility, and farming experience. These findings align with Safitri et al. (2019), who stated that in agricultural marketing, social relationships and distribution efficiency often play dominant roles in decision-making. Additionally, farmers in mountainous areas tend to rely on middlemen due to limited transportation means and time constraints. A similar pattern is evident in Tamaona, where most farmers prioritize ease of distribution access even if it means accepting lower selling prices.

Based on the data analysis in this study, the following conclusions can be drawn:

1. Tomato marketing in Tamaona Subdistrict is generally carried out through collectors who come directly to farmers' locations. Although considered practical by farmers, this system leads to dependency and weak bargaining power.
2. The relationship between farmers and collectors is built on trust, habit, and familiarity. However, this relationship is often inefficient, as farmers rarely take an active role in pricesetting and accept the terms offered by middlemen without negotiation.
3. Marketing efficiency in this area is influenced by non-economic factors, such as limited access to information, lack of knowledge about selling to modern retail markets, and a cultural tendency to accept existing systems. These factors contribute to low marketing efficiency.
4. Some farmers have attempted independent strategies, such as selling directly to markets or sharing price information among fellow farmers, but these efforts remain individual and unorganized.

5. REFERENCES

- Abdi. (2020). *Metode Penelitian Kualitatif (Teori & Panduan Praktis Analisis Data Kualitatif)* (Issue May 2024).
- Abunawas3, N. F. A. S. G. K. (2023). Konsep Umum Populasi Dan Sampel Dalam Penelitian. *Jurnal Pilar: Jurnal Kajian Islam Kontemporer*, 14(1), 15-31. <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Agustyn, V. P., Saputra, R., & Ningrum, D. A. (2024). Analisis Manajemen

- Operasional Perusahaan Multinasional (Studi Kasus Pada PT. Unilever Indonesia Tbk.). *Jurnal Manajemen Ekonomi Dan Bisnis*, 2(2), 60-72.
<https://doi.org/10.61715/jmeh.v2i2.82>
- Amjadi, M. (2019a). *Analisis Efisiensi Pemasaran Buah Tomat (Solanum lycopersicum l) Di Kelurahan Juata Laut Kecamatan Tarakan Utara Kota Tarakan.*
- Amjadi, M. (2019b). *Analisis Efisiensi Pemasaran Buah Tomat (Solanum lycopersicum l) Di Kelurahan Juata Laut Kecamatan Tarakan Utara Kota Tarakan.*
- D, E. S., Yusuf, M., & Yarnika, D. (2018). Karakter Agronomi Beberapa Varietas Tomat (*Solanum lycopersicum*) Akibat Pemberian Ekstrak Lamtoro (*Leucaena leucocephala* L.). *Jurnal Agrium*, 11(2), 125.
<https://doi.org/10.29103/agrium.v11i2.617>
- Dwi Poetra, R. (2019). MANAJEMEN PEMASARAN 2.1. 1-64. *Gastronomía Ecuatoriana y Turismo Local.*, 1(69), 5-24.
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85-114.
- Maidiana. (2021). *ALACRITY: Journal of Education*, 1(2), 20-29.
- Mukhamad Fathoni, M. Pd. I. (2019). Teknik Pengumpulan Data Penelitian. In *Jurnal Keperawatan* (Issue July).
- Mustaqim. (2016). Metode Penelitian Gabungan Kuantitatif Kualitatif/Mixed Methods Suatu Pendekatan Alternatif. *Jurnal Intelegensia*, 04(1), 1-9.
- Negara, M. A. B. (2018). Analisis Preferensi Konsumen Dalam Berbelanja Di Pasar Tradisional Dan Modern Di Kota Bandar Lampung. *Fakultas Ekonomi Dan Bisnis Universitas Lampung*, 1(1), 1-74.