

# Analysis of Distribution and Marketing Efficiency of Pineapples from a Sharia Economic Perspective

*Distribution,  
Efficiency and  
Marketing*

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## ABSTRACT

The agricultural sector plays an important role in long-term economic development and rural economic recovery in Indonesia. The development of agricultural-based businesses and sustainable agricultural systems is needed to improve the quality of human resources and agricultural products. Horticultural commodities, such as fruit, have high economic potential and can be a source of income for farmers. However, there are several obstacles in the agricultural sector, such as competition with other horticultural products, low quality and quantity of local supplies, and a lack of transparent market information. In addition, distribution in Islam has principles that can be applied in the context of the distribution of wealth and economic resources in Islam, such as justice, equality, public benefits, prohibition of exploitation, and social solidarity. This research aims to analyze pineapple marketing distribution and pineapple marketing efficiency from a sharia economic perspective. The research method used is field research using primary and secondary data. The research results show that there are two marketing distribution channels that are used, namely marketing distribution channel I and marketing distribution channel II. Marketing distribution channel I involves farmers selling directly to the city without intermediaries, while marketing distribution channel II involves collectors buying from farmers and selling to the city.

**Keywords:** *Distribution, Efficiency, Marketing*

## INTRODUCTION

Its importance in long-term economic development and rural economic recovery through the development of agriculture-based businesses (Syromyatnikov et al., 2020). Annual crops such as: coconut, oil palm, rubber, cocoa, cloves, coffee, pepper, nutmeg, candlenuts, cloves, cinnamon, tea and kapok, have long production periods and are harvested several times. On the other hand, seasonal crops, such as sugar cane, lemongrass, patchouli and tobacco, can only be harvested once a year (Jaroensathapornkul, 2020).

To improve the quality of human resources and support economic and agricultural development, it is necessary to develop a sustainable agricultural system. Horticultural commodities, including pineapples, have high economic value and can be a source of income for farmers at various scales (Wang, 2019). However, the agricultural sector faces several obstacles, such as competition with other horticultural products, low quality and quantity of local pineapple supplies, and lack of transparency in price and market information, which has an impact on farmers' weak position in the marketing chain.

Therefore, it is important to analyze pineapple marketing distribution and pineapple marketing efficiency from a sharia economic perspective. Fruit is an important commodity in the agricultural sector that has high economic value and makes a significant contribution to the regional economy. Medan City, as one of the big cities in Indonesia, has great potential in the production and distribution of fruit.

Medan is known as one of the trade and distribution centers in the Lampung Province region. The city has an ideal climate and fertile soil conditions, creating a suitable environment for the growth of various types of fruits. A variety of tropical fruits, such as

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mangoes, bananas, rambutans, durians, and oranges, can be found in abundance in this region.

In the context of fruit distribution in Central Lampung, there are several factors that influence the distribution process. One of them is the existence of traditional markets which are the center of fruit buying and selling activities. Traditional markets such as Bandar Jaya Market and Terbanggi Market are places where local traders and farmers sell their crops to consumers. Apart from traditional markets, technological developments and electronic commerce also play a role in the distribution of fruit in Lampung Province.

Online platforms and food delivery apps have made it easier for consumers to order fruits online and get delivery directly to their homes.

However, despite the great potential, fruit distribution in Central Lampung also faces certain challenges. One of them is the problem of transportation infrastructure which is not yet optimal, especially in terms of accessibility to agricultural areas and fruit distribution. Apart from that, a lack of understanding about proper packaging and handling of fruit can also have an impact on the quality and durability of the fruit during the distribution process.

In this context, it is important to analyze the fruit distribution system in Central Lampung and find effective solutions to improve the efficiency and quality of distribution. This effort will provide benefits to farmers, traders and consumers, as well as support the growth of the agricultural sector and the local economy as a whole.

This will provide information about the distribution of pineapple marketing in Indonesia and promote the principles of distribution in Islam in the context of agricultural economics as a divine teaching built on a different foundation from materialism which is expected to provide solutions to various trade problems (Amao et al., 2011 ). This research aims to determine the marketing distribution of pineapples and determine the level of efficiency of pineapple marketing from a sharia economic perspective.

## **METHOD**

This type of research uses qualitative research methods with a field research approach, which involves researchers in direct contact with the research object. Qualitative research methods are approaches used to reveal certain social situations by studying the truth formed through words. In this research, relevant data was obtained through natural data collection and analysis.

The research locations were pineapple traders at the Simpang Komplek Veteran Retired Abri, Central Lampung Estate and the Kedan MMTC Tax, Central Lampung Regency. The research time is Monday 17 April 2023.

The data source was obtained through searching various references related to Islamic production factors in pineapple production at the Simpang Komplek Veteran Retired Abri Central Lampung Estate and the Kedan MMTC tax in Central Lampung Regency. The data collection techniques applied in this research are observation, documentation, interviews, case studies.

## **RESULTS AND DISCUSSION**

### **Marketing Distribution of Pineapple Fruit in a Sharia Economic Perspective**

After the product is finished, the next step is to distribute it so it can reach consumers. Distribution can be carried out through various channels, such as involving intermediaries or direct delivery to users (Amao et al., 2011). The distribution process often involves the role of intermediaries, both individuals and companies, who assist in distributing the product. Retailers are parties who sell products directly to consumers, while wholesalers are those who sell products to other companies for further sale to final consumers. There are also sales agents or brokers who act as independent intermediaries, represent companies, and sell products to wholesalers or retailers (Nahar et al., 2020).

Based on research conducted at the Simpang Komplek Veteran Retirawan Abri, Central Lampung Estate and Kedan Tax, MMTC, Central Lampung Regency, there are two marketing distribution channels which are carried out as follows:

a. Marketing Distribution Channels I

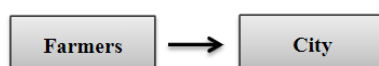


Figure 1. Marketing distribution channels I

In marketing channel I, farmers sell their products directly to the city without using intermediaries or marketing institutions. Usually, farmers sell their crops directly to the city before the harvest occurs or what they call hose fruit. Usually around 300 - 500 pineapples are harvested before the main harvest.

Farmers who sell their crops directly to the city sell their fruit for Rp. 3000 - Rp. 4,000 per piece. This price is adjusted to the quality of the farmer's harvest. Those who sell directly to the city are new farmers and live near the city. At harvest time, farmers usually sell their crops to collectors, this is done to avoid the risk of damage to the pineapples, because if they sell directly to the city, a large pineapple harvest will be takes a long time to market directly to the city.

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b. Marketing Distribution Channels II

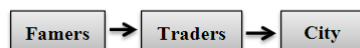


Figure 2. Marketing distribution channels II

In marketing distribution channel II, collectors buy pineapples directly from farmers, then they sell them to the city, Deli Serdang and surrounding areas, taxed to the Deli Serdang Regency MMTC. The price range for pineapples ranges from Rp. 3,000 -Rp. 4,000, and this price is determined based on the quality of the harvest produced by the farmer. In traditional markets and MTMC, the selling price of pineapples ranges from Rp. 5,000-Rp. 6,000 per piece. This price difference is influenced by the distance traveled by collectors to collect pineapples from farmers. The first marketing distribution channel is when farmers sell their crops directly to the city.

This distribution channel is a simple marketing channel, where transactions only involve farmers and buyers. Meanwhile, the second marketing distribution channel occurs when farmers sell their products to collectors and then the collectors resell them to buyers in the city.

**Pineapple Marketing Efficiency in a Sharia Economic Perspective**

According to Hermawan Kartajaya and Muhammad Syakir Sula (2021), Islamic marketing is a business strategy that aims to create, offer and change value from initiators to stakeholders, by complying with contracts and the principles of muamalah in Islam. In the context of sharia marketing, the entire process must be in accordance with the contract and Islamic muamalah principles, without anything that violates the provisions.

In this research, we will analyze the level of marketing efficiency of pineapple fruit in Medan by considering marketing costs and profits from these activities.

The following are details of the marketing costs and benefits of marketing pineapple fruit in Central Lampung Regency.

Marketing Costs in Distribution Channels I: Marketing costs are the costs incurred to market a product, including transportation costs, labor costs, and other costs required in marketing channels.

In table 1, you can see the distribution of marketing channel I in Deli Serdang district where farmers sell their crops directly to the city at a selling price of Rp. 4000 per fruit, while the cities that are targeted by farmers in marketing their crops through this distribution channel are only the closest cities.

The costs incurred by farmers in this first distribution channel are IDR. 200 per fruit, while the cost components paid by farmers include transportation costs, labor costs and

other costs. Farmers' profits from marketing in Distribution Channel I appear to be greater than farmers who sell their crops to collectors (Edwar & Danti, 2021).

Table 1. Distribution Channels I

<b>Institusi dan Komponen Biaya Pemasaran</b>	<b>Selling price (Rp/piece)</b>	<b>Marketing Fee (Rp/piece)</b>
Biaya Pemasaran Petani:		
Transportasi		150
Tenaga Kerja		50
Biaya Lainnya		50
Harga Jual Petani Ke Kota	Rp. 4.000	

Table 2. Distribution Channels II

<b>Institusi dan Komponen Biaya Pemasaran</b>	<b>Selling price (Rp/piece)</b>	<b>Marketing Fee (Rp/piece)</b>
Biaya Pemasaran Petani ke Pedagang Pengumpul	Rp. 3000	
Biaya Pemasaran Pedagang Pengumpul:		
Transportasi		500
Tenaga Kerja		300
Biaya Lainnya		700
Harga Jual dari Pengumpul ke Kota	Rp. 5.000	

In table 2 above, you can see the distribution of marketing channel II in Central Lampung district, where farmers sell their crops to collectors at a price of Rp. 3000 per piece. Then the collectors resell the pineapples purchased from farmers directly to the city, precisely at the tax office and MMTC, Deli Serdang district.

In marketing distribution channel II, it can be seen that collectors incur quite large marketing costs because the marketing distance is quite far and the number of pineapples to be sold results in increased costs such as transportation costs, labor costs and other costs (Lestari & Setianingsih, 2019).

Determining the right price and appropriate quantity is important in marketing. To be able to compete in the market, owners or farmers can use pricing strategies that follow or set prices below or above market prices. Pricing from a sharia perspective is not complicated. The basic principle in determining prices is based on the value or price that should be, which must not be set in a way that allows usury or profits to double after deducting production costs.

In this research, the results were very good, but the people in Simpang Komplek Veteran Retired Abri Central Lampung Estate and the tax kedar mmmtc Central Lampung district need to be more aware of sharia transactions. The level of effectiveness can be seen in the picture below:

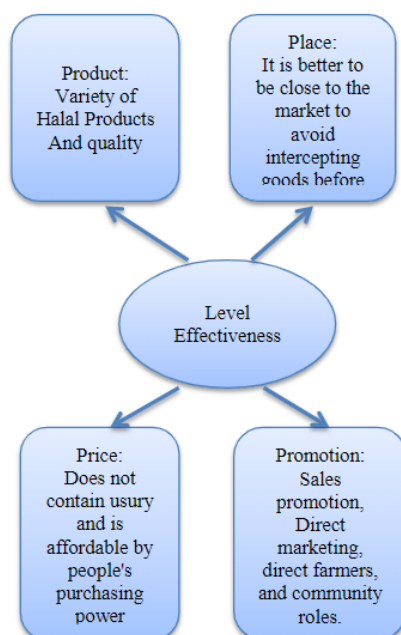


Figure 3. Level of marketing effectiveness of pineapple fruit

## CONCLUSION

From the results of the research and discussion it can be concluded that: There are two marketing distribution channels, namely marketing distribution channel I and marketing distribution channel II. Marketing distribution channel I involves farmers selling directly to the city without intermediaries, while marketing distribution channel II involves collectors buying from farmers and selling to the city.

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