

CHAPTER V. CONCLUSION

A. Conclusion

Based on the research conducted on the siam orange in Bukit Kerman District, Kerinci Regency, the following conclusions can be drawn:

1. There are three marketing channels for Siam Orange in the research location: Marketing Channel I (Farmers → Retailers → Consumers), Marketing Channel II (Farmers → Collectors → Retailers → Consumers), and Marketing Channel III (Farmers → Collectors → Wholesalers → Retailers → Consumers). In each channel, marketing institutions perform key functions, including exchange functions such as purchasing and selling, physical functions such as transportation, storage and sorting (or grading), and facility function such as risk coverage, financing, and provision of market information.
2. The economic analysis reveals that Marketing Channel I possesses the lowest total marketing margin at IDR 5,000/kg, allowing farmers to capture the highest price share (farmer's share) of 61.54%. In contrast, Channels II and III exhibit higher marketing margins ranging from IDR 7,000 to IDR 7,500/kg, which results in a lower farmer's share ranging between 37.50% and 51.72%. Despite these variations, all marketing channels are categorized as technically efficient since their marketing efficiency (EP) values remain well below the 33% threshold. Specifically, Channel II (Grade B) is identified as the most efficient pathway with the lowest EP value of 4.26%. This high efficiency is primarily driven by optimized logistical costs managed by collectors through the net farm-gate price system, which effectively shifts the distribution and post-harvest risks from the farmers to the intermediaries.

B. Suggestion

Based on the results of the research that has been carried out, the suggestions that can be given are:

1. This research suggested that farmers, particularly those with small-scale production, increase their proactiveness in seeking updated price information from the Tanjung Bajure Market. Additionally, coordinating harvest timing with fellow producers in the same area is recommended to consolidate produce into a larger collective volume. This strategy ensures that farmers can continue to benefit from the farm-gate price system, in which collectors provide direct pickup services, thereby eliminating individual transportation and logistical costs while strengthening farmers' bargaining position.
2. The government is encouraged to facilitate better transparency and accessibility of market information for siam orange farmers. By providing a platform or mechanism for regular price monitoring and dissemination from major markets, such as Tanjung Bajure, to production centers, the government can help farmers make more informed decisions. This support is crucial to ensure a fair trading environment and to protect farmers from price fluctuations that could impact their share of the final consumer price.
3. Further research is recommended to analyze the impact of seasonal price volatility on marketing efficiency, as orange prices tend to fluctuate significantly between peak and off-peak seasons. Subsequent studies could also expand the scope to compare the economic efficiency of the Farm-gate price system versus Independent Harvesting in other production centers. This comparison would serve to validate whether the operational convenience observed in Bukit Kerman is a universal preference or a localized phenomenon.