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Research Paper

Marketing Channels and Margins of Rice in Data Makmur Village, Blang Bintang District, Aceh Besar Regency

Mutiara[1], Khumaira[1], Sri Fitri[1]

[1] Faculty of Agriculture, Universitas Abulyatama, Aceh Besar 23372, Indonesia

khumaira_pertanian@abulyatama.ac.id

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Universitas Abulyatama

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Abstract

Studies of rice marketing in Indonesia usually report margins by channel, but few show which intermediary captures the margin where a single mill serves a village. This study identifies the rice marketing channels in Data Makmur Village, Blang Bintang District, Aceh Besar, and measures marketing margins, profit margins per actor and marketing efficiency. A survey with a quantitative descriptive approach covered 20 farmers drawn at random from 132, the only rice mill, five wholesalers and five retailers. Three channels were found: farmer–mill–consumer (I), farmer–mill–wholesaler–consumer (II) and farmer–mill–wholesaler–retailer–consumer (III). Farmers received Rp6,500/kg of unhusked rice in every channel, whereas consumers paid Rp13,000, Rp15,000 and Rp18,000/kg of rice. Marketing margins were Rp6,500 (50.00%), Rp8,500 (56.67%) and Rp11,500/kg (63.89%), and the farmer's share fell from 50.00% to 36.11%. The mill obtained Rp6,158–6,658/kg, wholesalers Rp1,394.90/kg and retailers Rp2,730.56/kg. Marketing efficiency was 4.89%, 4.94% and 5.61%, so all channels were classed as efficient and Channel I was the most efficient. Longer channels raised the consumer price without changing the farm-gate price, and the mill captured the largest part of the margin. The figures do not adjust for the paddy-to-rice conversion rate.

Keywords: Rice; Marketing channel; Marketing margin; Farmer's share; Marketing efficiency; Aceh Besar.

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1. Introduction

The price of rice differs at each level of the supply chain, and the size of that difference varies between regions. In Java, price margins between producers, wholesalers and retailers differ from province to province [1]. A long distribution chain raises distribution costs and reduces the share of the consumer price that reaches farmers [2], and the distribution of margins among actors has been examined in several rice-producing regencies [3], [4].

Village- and regency-level studies describe the channels and measure their performance with the marketing margin, the farmer's share and the ratio of marketing cost to product value. Five channels were identified in Ngawi, where the highest farmer's share was 54.62% [5], and

five in Banyuasin, where the market structure was oligopsonistic [6]. In Kutai Kartanegara the margin ranged from Rp5,300 to Rp8,000/kg and farmers received about 53.84% of the consumer price [7]. In East Lampung, margins reached Rp4,731/kg and efficiency values 14.60–22.65% [8]; efficiency values of 28.57% and 40% were reported in Banggai [9], [10], and the channels in Grobogan were classed as efficient [11]. In Mataram the largest margin was found at the milling level and the smallest at retailers [12], whereas in a Makassar market the retailer's margin (Rp1,705) exceeded the wholesaler's (Rp867) [13]. A study of melon in Bireuen found a farmer's share of 100% in the direct channel [14].

Two gaps remain. None of the studies reviewed here concerns rice in Aceh Besar, and few itemise the costs and profit margin of each actor in a setting where one mill buys the entire village harvest. Data Makmur Village in Blang Bintang District is such a setting: 132 farmers sell unhusked rice to a single mill, and the rice then reaches consumers directly or through wholesalers and retailers. This study aims to (1) identify the rice marketing channels in Data Makmur Village, (2) measure the marketing margin and the profit margin of each marketing actor, and (3) determine the marketing efficiency of each channel.

2. Method

The study was a survey with a quantitative descriptive approach, conducted in 2026 in Data Makmur Village, Blang Bintang District, Aceh Besar Regency. The village was selected purposively because wetland rice is produced there continuously and the rice is marketed through several intermediaries. The population comprised the actors in the rice marketing chain. Twenty farmers (15% of 132) were drawn by simple random sampling. The only rice mill in the village was included by census, and five wholesalers and five retailers were selected purposively.

Marketing channels were analysed descriptively by tracing the flow of the product from farmers to consumers. The marketing margin was calculated as MP = Pr − Pf, where Pr is the price at the consumer level and Pf the price at the farm level (Rp/kg). The farmer's share is Pf/Pr × 100%. The profit margin of an intermediary is its selling price less its purchase price and marketing costs; for farmers it is the farm-gate price less marketing costs, so production costs are not deducted. Marketing efficiency was calculated as EP = (TB/TNP) × 100%, where TB is the total marketing cost and TNP the value of the product at the consumer price. A channel was classed as efficient at 0–33%, less efficient at 34–67% and inefficient at 68–100%. The same ratio of marketing cost to consumer price is used in comparable studies [8], [9].

3. Results and Discussion

Respondent Characteristics

The farmers cultivate 0.90 ha on average, are 44.3 years old, have 9.4 years of schooling and 18.4 years of farming experience (Table 1). The mill owner has 16 years of schooling and five years of business experience. The ten traders are 43.1 years old on average and have traded for 9.7 years.

Table 1. Characteristics of the respondents

Characteristic	Farmers (n = 20), mean	Rice mill (n = 1)	Traders (n = 10), mean
Land area (ha)	0.90	–	–
Age (years)	44.3	48	43.1
Education (years)	9.4	16	10.8
Experience (years)	18.4	5	9.7
Family dependants (persons)	4.20	7	3.9

Source: Primary data (processed, 2026).

Marketing Channels

Three channels were identified. In Channel I (farmer → rice mill → consumer), farmers sell unhusked rice to the mill, which dries, mills, sorts and packs it and sells the rice directly to consumers. In Channel II (farmer → rice mill → wholesaler → consumer), the mill sells rice in bulk to wholesalers, who sell it to consumers. In Channel III (farmer → rice mill → wholesaler → retailer → consumer), wholesalers pass the rice to retailers. The volume marketed through each channel was not recorded.

Prices, Marketing Costs and Profit Margins

Farmers sell unhusked rice at Rp6,500/kg in all channels, which equals the government purchase price for harvested dry grain set in 2025 [15]. Their marketing cost is Rp294/kg (porterage Rp230, sacks Rp57 and twine Rp7), which leaves Rp6,206/kg. The mill spends Rp342/kg on marketing (transport Rp140, labour Rp120, sacks Rp40, storage Rp12 and loading Rp30). It sells rice at Rp13,000/kg to consumers and at Rp13,500/kg to wholesalers, so its profit margin is Rp6,158/kg in Channel I and Rp6,658/kg in Channels II and III (Table 2).

Wholesalers bear only storage (Rp71.90) and loading (Rp33.20) costs, because the mill pays for transport; they sell at Rp15,000/kg and obtain Rp1,394.90/kg. Retailers spend Rp269.44/kg on transport (Rp102.78) and plastic bags (Rp166.67), sell at Rp18,000/kg and obtain Rp2,730.56/kg.

Table 2. Prices, marketing costs and profit margins by actor and channel (Rp/kg)

Actor	Item	Channel I	Channel II	Channel III
Farmer	Selling price of unhusked rice	6,500	6,500	6,500
	Marketing cost	294	294	294
	Profit margin	6,206	6,206	6,206
Rice mill	Purchase price	6,500	6,500	6,500
	Marketing cost	342	342	342
	Selling price of rice	13,000	13,500	13,500
	Profit margin	6,158	6,658	6,658
Wholesaler	Marketing cost	–	105.10	105.10
	Selling price	–	15,000	15,000
	Profit margin	–	1,394.90	1,394.90
Retailer	Marketing cost	–	–	269.44
	Selling price	–	–	18,000
	Profit margin	–	–	2,730.56
Consumer	Price paid	13,000	15,000	18,000

Source: Primary data (processed, 2026).

Marketing Margin and Efficiency

The marketing margin rises with the number of intermediaries: Rp6,500/kg (50.00% of the consumer price) in Channel I, Rp8,500/kg (56.67%) in Channel II and Rp11,500/kg (63.89%) in Channel III (Table 3). The farmer's share falls from 50.00% to 43.33% and 36.11%. Total marketing costs are Rp636.00, Rp741.10 and Rp1,010.54/kg, which give efficiency values of 4.89%, 4.94% and 5.61%. All three channels fall in the efficient class (0–33%), and Channel I has the lowest value.

Table 3. Marketing margin, farmer's share and marketing efficiency by channel

Indicator	Channel I	Channel II	Channel III
Farm-gate price (Rp/kg)	6,500	6,500	6,500
Consumer price (Rp/kg)	13,000	15,000	18,000

Indicator	Channel I	Channel II	Channel III
Marketing margin (Rp/kg)	6,500	8,500	11,500
Marketing margin (%)	50.00	56.67	63.89
Farmer's share (%)	50.00	43.33	36.11
Total marketing cost (Rp/kg)	636.00	741.10	1,010.54
Marketing efficiency (%)	4.89	4.94	5.61
Class	Efficient	Efficient	Efficient

Source: Primary data (processed, 2026).

Discussion

The pattern that a longer channel produces a larger margin and a smaller farmer's share agrees with findings from East Lampung, where the margin rose from Rp2,862 to Rp4,731/kg and the farmer's share fell from 73.38% to 62.06% as intermediaries were added [8], and with the general observation that long chains reduce the farmers' share [2]. The margins in Data Makmur (Rp6,500–11,500/kg) are at or above the range reported for Kutai Kartanegara (Rp5,300–8,000/kg), and the farmer's share (36.11–50.00%) is below the 53.84% found there [7] and the 54.62% found in Ngawi [5].

The lengthening of the channel does not change what farmers receive, because the farm-gate price is Rp6,500/kg in every channel; the additional margin of Channels II and III is paid by consumers. The margin is concentrated at the mill, which obtains Rp6,158 of the Rp6,500 margin in Channel I (94.7%), Rp6,658 of Rp8,500 in Channel II (78.3%) and Rp6,658 of Rp11,500 in Channel III (57.9%). This agrees with Mataram, where the largest margin was found at the milling level [12], and it is consistent with a market in which many sellers face few buyers, as reported for Banyuasin [6]; here 132 farmers sell to one mill. Retailers obtain more per kilogram than wholesalers, as in Makassar [13].

The efficiency values (4.89–5.61%) are lower than those reported in East Lampung (14.60–22.65%) [8] and Banggai (28.57%) [9]. This difference should be read with caution, because the cost items recorded for the mill cover transport, labour, sacks, storage and loading but not drying and milling. A low cost ratio also does not indicate how the margin is divided: Channel I is the most efficient by this ratio, yet the farmer's share in it is only 50.00%.

This study has limitations. The margin compares the price of one kilogram of unhusked rice with the price of one kilogram of milled rice without applying a conversion rate, although weight is lost in drying and milling [16]; the mill's profit margin and the farmer's share are therefore overstated or understated to an unknown degree. The farmers' profit margin excludes production costs. Only one mill and ten traders were observed, the traders were selected purposively, volumes per channel were not recorded, and prices refer to a single period in 2026.

4. Conclusion

Rice from Data Makmur Village reaches consumers through three channels that all pass through one rice mill. The marketing margin is Rp6,500/kg (50.00%) in Channel I, Rp8,500/kg (56.67%) in Channel II and Rp11,500/kg (63.89%) in Channel III. Farmers obtain Rp6,206/kg after marketing costs in every channel; the mill obtains Rp6,158/kg in Channel I and Rp6,658/kg in Channels II and III, wholesalers Rp1,394.90/kg and retailers Rp2,730.56/kg. Marketing efficiency is 4.89%, 4.94% and 5.61%, so the three channels are classed as efficient and Channel I is the most efficient.

Farmers are advised to sell collectively through a farmer group or to mill part of the harvest so that they sell rice instead of unhusked rice. Future studies should apply the paddy-to-rice

conversion rate, record drying and milling costs and the volume sold through each channel, and include production costs.

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Authors' contributions and responsibilities

Mutiara: conceptualization, investigation, data curation, writing – original draft. Khumaira: methodology, supervision, writing – review & editing. Sri Fitri: validation, supervision, writing – review & editing. All authors have read and approved the final manuscript.

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Availability of data and materials

The survey data are available from the corresponding author upon reasonable request.

Competing interests

The authors declare no competing interests.

Ethical approval

No formal ethical clearance was needed for this study, as it collected only price and cost information from adult farmers, a rice mill owner and traders, and no personal or sensitive data were recorded. All respondents were informed of the research purpose and agreed to provide information before data collection. The data are reported in aggregate, and no individual respondent is identified.

Declaration of generative AI use

The authors disclose that generative AI was employed at the revision stage for three purposes: rendering the Indonesian manuscript into English, recomputing the percentages and efficiency ratios shown in the tables, and retrieving comparison studies. Prices, costs and respondent data come from the authors' survey and were not changed. The authors checked every AI-assisted passage and answer for the article as published.

Additional information

Correspondence and requests for materials should be addressed to Khumaira.

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