

ANALYSIS OF VALUE CHAIN AND MARKETING PERFORMANCE OF TEMPE BUSINESSES IN MAKASSAR CITY

(Case Study of the Tempe Business Production Center in Karang Anyar Village)

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BACKGROUND : A value chain is a high-level model used to describe the process by which businesses receive raw materials, add value to the raw materials through various processes to create a finished product, and then sell that end product to customers. Value chain refers to all activities, from receipt of raw materials to post-sales support, that together create and increase the value of a product.

METHOD : This research aims to: (1) Describe the production process of tempe processing. (2) Describe the value chain mechanism. (3) Analyze marketing costs, market share, efficiency marketing and price transmission elasticity. (4) Analyze the marketing performance (sales volume, customer growth and profitability) of tempe products. The research was carried out at the tempe business center in Karang Anyar Village, Makassar City in June-September 2024.

RESULTS & DISCUSSION : The results of this research show that (1) The process of making tempeh is: Soybean seeds are cleaned and then boiled until cooked; then soaked (for fermentation) for 12-24 hours; Soybeans are ground using a dynamo mill (to peel the skin of soybeans); wash the soybeans clean, then break each seed into two parts, then drain; Soybean seeds are poured with boiling water and left for 2 hours; Cool on a large cloth so that the cooling process is even; Mixed with yeast; Printing and leaving for 2 days; Tempeh is ready to be sold. (2) The product flow that occurs in this channel is that the Tempe Factory Business carries out production activities, then the tempeh is sold directly to collecting traders in Makassar City. Retailer 1's buying price is Rp.12,000 and Rp.20,000. (3) Market Share obtained by retailers 1, 2 and 3, namely 83.33%, 85% and (for medium size, namely 75% and large size, namely 86.95%). Marketing efficiency obtained by Retailer 1, namely 26, 2% and 17.5%, Retailer 2 namely 25.5% and 43.2% and Retailer 3 channel 1 namely 39% and 22.3% and channel 2 namely 11.3% and 10.6%. The price transmission elasticities obtained by Retailers 1, 2 and 3 are 2.20, 0.88 and 0.92. (4) The average marketing performance shows that Sales Volume has increased by 15.8%, Customer Growth has an average of 15.8% and Profitability has an average increase of 3.03%.

KEYWORDS: Business Tempe, Value Chain, Marketing Performance