

Marketplace technology to reduce intervention of the horticulture trader in East Java

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ABSTRACT: Agricultural products in Indonesia began to show an increase in the eastern Java region, farmers currently continues to attempt to fix the results of the farm, it is not in accordance with the sales process advancing results, the value of selling agricultural products directly sold to end consumers by farmers is still relatively small, this is caused by the still large number of trader in Indonesia, especially the eastern Java, the value of purchases from a wholesaler is relatively low in value compared to the farmers directly sell to the end consumer, so there are still many relic in East Java farmers feel that the value of the sale of the agricultural harvest this small ratio was still regarded with real production value. Information technology is currently again experiencing increased usage and knowledge of this information technology began to increase among children and adult level, development of information technology so that it can be used as one of the solutions to be able to overcome or reduce the results of production purchased by the trader. Online shopping makes one of the solutions for farmer groups to market their products through online stores, so the development of a marketplace media that specifically collects prospective buyers either independently or in groups, with a marketplace special agricultural products that are business to business is expected sales of agricultural products from the group Farmers can go directly to the end consumer and not through middlemen, because the price and target market has been determined by this marketplace media.

Keywords: Marketplace, Farmers, Horticulture Trader, East Java

1. INTRODUCTION

Indonesia is an agricultural country that is predominately agricultural sector of livelihood-eyed, the agricultural sector has a very important role in the national economy, it is visible from a large number of the population of Indonesia are the life and work of that sector. The purpose of agricultural development is to increase agricultural production to meet food needs and domestic industry, boost exports, income of farmers, expanding the land the job and encourage equitable strives to be produce the desired harvest. But often less successful is its human problems, such as producers, consumers or distributors or merchants. The number of farmers is actually quite a lot, which means it should be able to played strong enough in the market. But reality shows that farmers group is the weakest and least receive benefits from hasi of work. In marketing agricultural farmers are always in the position of the recipient of the price (price taker), while traders are in the position of deciding the price (price maker). N These weaknesses be overcome by diwadahnya farmers in farmer groups so they can be terbantuan in some activities, for example at the time of the procurement of fertilizers, reception assistance, marketing results, and in an attempt to increase the knowledge and skills through outreach. But this does not give satisfactory results, because until recently the welfare of farmers still

have not been reached. With this information, the technology is expected to be able to increase the amount of the sale price in accordance with the wishes of the farmers group, and could reduce sales through a middleman. A marketplace tailor-made for horticultural farmers group, so in this marketplace filled by farmers and potential buyers like the businessman who has catering or business person in their field, then the concept of this marketplace could applied as bussiness to business and business to customer. With the number of industry there is competition then became more and more competitive so that it requires efforts of a marketing strategy that is well planned and targeted, among others, by creating E-commerce. Sutejo (2006) says that use of the internet can improve operational effectiveness and competitive advantage (competitive advantage). The existence of internet marketing also brings some advantages in the business of an enterprise, among others: the chance of the product/service they are known all over the world, customers have the opportunity to decide what they want, where and when, adding to the company's ability to identify the substitution products and the trend of customers as well as to test the value of the proposed or new response (Paul, 1996:29-30). The presence of e-commerce services may access and make orders from various places. The era of sophisticated technology is currently the customers who want to access e-commerce doesn't have to be somewhere, it's a big city city karenakan in Indonesia has many places that provide a facility only with internet access using a laptop using wifi technology. E-commerce will also make efforts to become efficient operational, in accordance with the opinion of the Purbo and Wahyudi (2001) explains that pengefisienan cause Ecommerce transaction costs on companies operating mainly in the number of employees and number of stock items are available so to further refine the process efficient in terms of cost.

2. FARMERS GROUP

The farmers group is a collection of farmer/rancher/planters that are formed on the basis of similarity of interests, similarity of environmental conditions (social, economic, resource) and familiarity to improve and develop the business member (regulation of the Minister of agriculture , 2007). While the Combined Group of farmers (Gapoktan) is a collection of some farmer groups are joining forces and working together to improve business efficiency and economies of scale. Farmers group which is usually inside there is a functional or some people Contact Tani, namely the Chairman or the former Chairman of farmers group that is still active as a member of the Group and acknowledged leadership in moving Members/farmers to develop his business.

Farmers group empowerment program that is conducted should be able to improve the ability of farmers group in terms of:

- a. Understand the strengths (potentials) and weaknesses of the group
- b. Take into account the opportunities and challenges faced in the present and the future
- c. Choosing the various alternatives available to solve the problems encountered,
- d. Organize group life and community serasidengan environment on a continuous.

3. SYSTEM DEVELOPMENT CYCLE

When in operation the system already developed still arise problems that cannot be resolved in the maintenance system, then return a system need to be developed to address them and this process back to the first process. This cycle is called the life cycle of a system. System development life cycle can be defined as a set of activities that are carried out by professionals and users of information systems to develop and implement information systems. Information systems development life cycle is currently divided into six phases, i.e:

- a. Planning system
- b. System analysis
- c. The design of systems in general/conceptual
- d. Evaluation and selection system
- e. Designing systems in detail
- f. Software development and system implementation
- g. Maintenance/Care Systems

4. The Trader in Marketing Agricultural

In General, the condition of subsistence can be found on the narrow berlahan, where farmers are characterized by the production of petanian worked with the family's own power as well as a aims to meet the family's own consumption. Narrow berlahan farmers have difficulty advancing production capital drupe continuity to the middleman or trader. The discrepancy over what is exchanged between a narrow berlahan with farmer may give rise to differences in power. This resulted in the post-harvest time farmers can only sell narrow berlahan his crop to the middleman or trader who already give him a loan. The formation of prices with the middleman or trader based on taste and feel free to believe because it gives a loan capital, and farmers only receive the price so that their bargaining position is weak. This form of exploitation is visible from the formation of the price that occurs from one side, that is determined from the middleman.

5. RESULT AND DISCUSSION

5.1 Marketplace Farmer Groups

Of some general problems exist in the farmers group, similar problems also appear in farmer groups Regency Pasuruan. So a team of researchers created a way that will be able to detract from the issue of farmer groups that existed in the Pasuruan District.

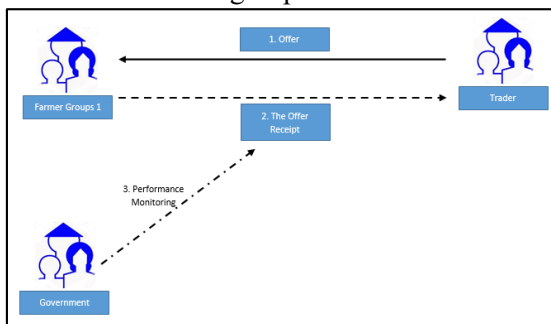


Fig.1 Flow Marketplace Technology Concept

The following explanation in figure 1

- The horticulture trader makes a purchase offer of products that have been harvested and ready to be sold to the public
- Farmer Group provides answers to the acceptance of the Tengkulak offerings (the majority of the answers in the price field sold are not the same among the Poktans in the region, as well as prices that are not in line with the expectations of farmers)
- Officers from relevant Offices in the District Territory can not obtain information quickly and accurately from the performance of some or all farmer groups within the supervisory area of the Service. In addition to the difficulty of obtaining information directly from the Farmers Group on the field harvest data, related officials also long received reports from the farmer group about the harvest obtained in the field

6. CONCLUSION

Based on the results of the discussion on this research, The application of information technologies currently already make some farmer groups become a necessity will promote and sell farm products traded. The proceeds from the online store currently has not reached the desired target, this is because the role of a middleman is still great when harvest arrives before the middleman is already directly buying farmland that will be on the upcoming harvest but with the sales through the online store or the marketplace it, can at least reduce the role of the agriculture trader that buys crops in traditional market.

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