

STRENGTHENING LOCAL RICE MARKETING THROUGH AGRIBUSINESS PARTNERSHIPS IN SEKUDUK VILLAGE

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Abstract

This study aims to analyze rice market access and marketing channels and to formulate an agribusiness partnership model for strengthening local rice marketing in Sekuduk Village, Sejangkung Subdistrict, Sambas Regency. The study employed a case study approach with qualitative descriptive analysis. Data were collected through observation, interviews, documentation, and literature review involving rice farmers, farmer group leaders, collectors, and rice mill operators. The results show that farmers have access to collectors and agents and, under certain conditions, can sell directly to consumers. However, market access is not yet supported by fixed purchase contracts, transparent price information, institutionalized marketing coordination, and optimal use of digital media. The main marketing channel is Farmer → Collector → Agent → Rice Mill → Consumer. Farmers' groups currently play a limited role in marketing but have potential to function as facilitators of information and communication. The proposed partnership model maintains existing marketing channels while strengthening the role of farmer groups in coordinating price information, quality standards, supply volume, collection schedules, and payment mechanisms. This model is expected to improve marketing coordination, price transparency, transaction certainty, and farmers' bargaining position while maintaining farmers' flexibility in determining the proportion of production marketed.

Keywords: *local rice, agribusiness partnership, marketing channel, farmer group.*

INTRODUCTION

Rice is one of the strategic agricultural commodities because it is directly linked to meeting the public's food needs. At the household level, rice farming is not only income-oriented but also serves as a source of food for the family. As a result, farmers' decisions regarding the marketing of their harvest are not always based on the goal of selling their entire production; they also take household consumption needs into account.

The government views the development of marketing systems and infrastructure for agricultural products, as well as the strengthening of farmers' institutions, as part of farmer empowerment. Law No. 19 of 2013 on the Protection and Empowerment of Farmers also identifies the improvement of farmers' skills and capacities, as well as those of farmers' organizations, so that they can operate agricultural businesses that are productive, value-added, competitive, have a market share, and are sustainable as part of the objectives of farmer empowerment.

Agribusiness partnerships can serve as one approach to strengthening relationships between farmers and market actors. The Ministry of Agriculture's Guidelines for Agribusiness Partnerships position partnerships as a tool for fostering effective, fair, and sustainable business relationships between farmer groups or associations of farmer groups and business partners across the entire value chain, from upstream to downstream activities.

According to 2026 data from the West Kalimantan Provincial Central Statistics Agency, Sambas Regency was the region with the highest rice production, reaching 205,501 metric tons in 2025. The area under rice cultivation was 68,422 hectares, with a yield of 30.03 quintals per hectare.

In Sekuduk Village, Sejangkung Subdistrict, Sambas Regency, the marketing of rice involves several stakeholders. Based on interview findings, paddy can be sold to agents or collectors, then gathered by large-scale wholesalers and distributed to rice mills before reaching consumers. Farmers also have the option of selling directly to consumers under certain conditions.

The main problem is not merely the lack of buyers. Farmers generally have marketing channels, but these relationships are not yet supported by fixed purchase contracts, price information is not fully transparent, and farmers still rely on networks of agents or middlemen. The price of paddy is around Rp5,200/kg and the price of rice is around Rp14,000/kg, based on information obtained from research informants. Prices are also influenced by the condition of the paddy, particularly its dryness or moisture content, as well as inventory levels at the time of harvest.

Given these circumstances, this study is important for analyzing market access and the rice marketing chain, as well as for formulating a partnership model that does not eliminate existing marketing channels. The model developed must also take into account the characteristics of farmers' operations, as a portion of their production is used to meet their families' food needs.

RESEARCH METHOD

The study employed a case study approach with qualitative descriptive analysis. This approach was used to gain an understanding of the conditions of the rice market, relationships among stakeholders, access to market information, transaction mechanisms, and opportunities for developing partnerships based on actual conditions in the field.

Table 1. Research informants

No.	Informan	Role
1	Zamhuri	Farmer

2	Hambali	Farmer and head of the farmers' group
3	Marni	Farmer
4	Aswandi	Agent/collector
5	Murdani	Rice mill operator

Source: primary data

Data Collection Methods

1. Observations, to assess the conditions of rice farming and marketing.
2. Interviews, conducted with farmers, farmers' group leaders, agents/collectors, and rice mill operators.
3. Documentation, to provide supporting data for the research.
4. Literature review, to strengthen the concepts of market access and agribusiness partnerships.

Data Analysis

The analysis was conducted descriptively in the following stages:

1. Identifying the characteristics of farming enterprises;
2. Identifying marketing actors and channels;
3. Analyzing market access conditions;
4. Analyzing the roles of each actor;
5. Identifying marketing issues and risks;
6. Developing alternative partnership models based on field conditions

RESULT AND DISCUSSION

Characteristics of Rice Farming

The results of the study indicate variations in the length of time spent farming, land area, production, and the varieties used.

Table 2. Land Area and Crop Yields

Farmer	Years in Farming	Land Area	Yield/Season	Harvest Frequency	Varieties
Zamhuri	9	0,3 ha	600–650 kg	2 times/year	Ringkak, Ringkak Ketupat, Ringkak Taiwan
Hambali	44	0,6 ha	>1 ton	2 times/year	Ringkak
Marni	20	0,3 ha	±800 kg	2 times/year	Ringkak, Ringkak Doremi, Ringkak Rukok

Source: primary data

All three farmers have farming practices that are not entirely market-oriented. The harvest is used first to meet the family's food needs. The portion sold is determined by surplus production and household income needs.

These characteristics are important in designing partnerships. A partnership model that requires the entire harvest to be sold to a single partner may not be suitable for farmers' circumstances. Therefore, partnerships are better focused on the portion of production that is actually available for marketing.

Market Access Conditions

Farmers' market access in Sekuduk Village can be examined in terms of buyers, prices, distribution, price information, quality, purchase certainty, and promotion.

Table 3. Farmers' Market Access in Sekuduk Village

Aspect	Current Situation	Issues
Buyers	Agents/collectors and direct consumers	Sales are not yet consistent
Price	Paddy rice ±Rp5,200/kg; white rice ±Rp14,000/kg	Depends on the market and buyers
Distribution	Paddy is collected by agents/collectors	Reliance on the collector network
Price Information	From fellow farmers and collectors	Not yet fully transparent
Quality	Dried paddy commands a higher price	Moisture content affects the price
Buyer Certainty	Agents are available	No fixed contracts yet
Promotion	Conventional	Digital channels are not yet being used optimally

Source: primary data

The data indicate that the issue of market access in the study area is not the absence of markets, but rather the lack of certainty, information, and marketing institutions. Farmers have buyers, but they do not yet have partnership mechanisms in place to regulate transactions in a more structured manner.

This situation is consistent with the principle of farmer empowerment, which views the development of marketing systems, access to information, and institutional strengthening as key components in building farmers' capacity.

Rice Marketing Channels

Based on the research findings, the primary marketing channels are:

Farmer → Collector → Agent → Rice Mill → Consumer

Farmers are the producers of paddy. Collectors gather the paddy from farmers and distribute it to agents. The paddy is then sent to rice mills to be processed into rice before being sold to consumers.

In addition to these channels, farmers can sell directly to consumers under certain conditions. Rice mills occupy a different position because, in this study, they provide processing services for a fee rather than acting as the primary buyers of paddy. The milling fee, as obtained from interviews, is approximately Rp400/kg.

Therefore, it is necessary to distinguish between marketing actors and processing service providers. This distinction is important so that the partnership arrangement does not treat the mill as a buyer of paddy when its actual function is to provide milling services.

The Role of Actors in the Marketing Chain

Farmer

Farmers act as producers of unhusked rice and determine the amount of the harvest to be sold. This decision takes into account the family's food needs. Farmers are also responsible for the quality of the unhusked rice, particularly its dryness and cleanliness.

Farmers' group

The farmers' group has about 25 members and has been involved in farming activities since the seedling stage. The group helps its members obtain the necessary production inputs. In terms of marketing, the group does not yet have regular buyers or marketing contracts. Therefore, the most realistic role for the group in developing partnerships is as a facilitator of information and communication, rather than as a buyer of unhusked rice.

Collector

Collectors serve as intermediaries between farmers and large-scale buyers. Mr. Aswandi began collecting paddy in 2021. The volume collected can reach about 3 metric tons per day and over a dozen metric tons per week, depending on the season and the availability of paddy.

Agent

Agents are responsible for collecting paddy in larger quantities before distributing it to rice mills. These agents serve as a link between the village-level collection networks and larger-scale processors.

Rice Milling

Rice mills provide services to process paddy into rice. Rice mills require paddy that is sufficiently dry and clean to support the milling process and ensure rice quality. In this study, rice mills were not the primary buyers of paddy.

Market Access Issues

Several key issues were identified:

1. There are no fixed purchase contracts yet. Transactions take place based on the availability of paddy and the buyers' needs. This situation means that farmers do not yet have long-term purchase certainty.
2. Pricing information is not yet fully transparent. Farmers primarily obtain pricing information from fellow farmers and collectors. Farmers do not yet have an organized pricing information system.
3. Farmers' bargaining power remains limited. Prices are determined by market conditions and buyer demand. The quality of the paddy, particularly its moisture content, also affects prices.
4. Sales are still conducted on an individual basis. Farmers' groups have not yet taken on a collective marketing role. In fact, farmers' organizations can serve as a means of strengthening access to information and markets.
5. The use of digital media remains limited. WhatsApp can be used as a coordination tool to convey information on prices, unhusked rice demand, quality, pickup schedules, and transactions. Based on field data, the most relevant digital functions in the early stages are coordination and information sharing, rather than making the marketplace the primary channel.

Analysis of Partnership Models

Any partnerships established should take farmers' characteristics into account. Since part of the harvest is used to meet the family's food needs, farmers should not be required to sell their entire crop.

The models that can be developed are:

Farmers → Farmers' groups as facilitators → Collectors → Agents → Rice mills → Consumers

Under this model, farmers' groups do not take over the roles of grain collectors and agents, but act as a communication link. Grain collectors and agents continue to carry out the task of collecting paddy, as has been the case up to now.

A partnership agreement shall, as a minimum, include:

1. The basis for price setting
2. Quality standards for paddy rice
3. The required moisture content
4. The volume of paddy rice that can be supplied
5. The collection schedule
6. The delivery location
7. The payment system
8. The dispute resolution mechanism

The Ministry of Agriculture's Guidelines on Agribusiness Partnerships emphasise the importance of effective, fair and sustainable partnerships between farmers' groups or associations of farmers' groups and business partners.

Partnerships should also avoid creating a dependency on a single buyer. Farmers still need to have alternative marketing channels. In this way, partnerships serve to strengthen coordination and ensure the certainty of transactions, rather than removing farmers' market choices.

Recommended Partnership Models

Based on the results of the analysis, the recommended model is:

Farmers → Farmers' groups as facilitators → Collectors → Agents → Rice mills → Consumers

This model maintains the existing marketing chain whilst adding the institutional role of farmers' groups in coordination.

Table 4. Components of the Partnership Model

Component	Farmer	Farmer Group	Collector	Wholesalers/factories
Produk	Supplying paddy rice	Coordinating	Collecting	Purchasing/processing
Quality	Maintaining quality	Helping to raise awareness of standards	Carrying out initial inspections	Setting quality requirements
Price information	Receiving information	Disseminating information	Communicating market prices	Communicating requirements
Volume	Determining based on surplus	Recording potential supply	Collecting	Determining requirements
Collection	Delivering as agreed	Coordinating	Collecting Receiving	Collecting/Receiving
Payment	Receiving payment	Facilitating communication	Paying as agreed	Paying the relevant parties in accordance with the mechanism
Promotion/market access	Providing products	Facilitating communication	Connecting markets	Providing downstream access

Source: primary data

This model enables each actor to continue performing their functions in accordance with the actual circumstances. Mr Murdani, as a milling entrepreneur,

continues to provide milling services at a rate of around Rp400 per kilogram when used by farmers.

The Potential for Digital Marketing

Digitalisation can be used as a supporting tool, rather than as a replacement for all marketing channels. WhatsApp can be used to set up communication groups involving farmers' groups, farmers, agents/collectors and prospective buyers.

The information that can be provided includes:

1. The price of paddy
2. The required volume of paddy
3. Quality standards
4. Moisture content
5. Harvest schedule
6. Collection schedule
7. Payment schedule
8. Information on prospective buyers.

The use of digital media has the potential to narrow the information gap between farmers and market participants. However, its effectiveness still depends on the consistency of the information, the competence of those managing it, and the willingness of stakeholders to use such media.

CONCLUSION

Market access for rice produce in Sekuduk Village is relatively good, as farmers have access to agents and collectors and, under certain circumstances, can sell directly to consumers. However, this access is not yet fully supported by fixed-price purchase contracts, an organised price information system, or institutionalised marketing coordination.

The main marketing chain consists of farmers, agents/collectors, wholesalers or large-scale buyers, rice mills, and consumers. Each actor has a different function. Farmers act as producers, agents/collectors as collectors, wholesalers as collectors of larger volumes, mills as processors, and consumers as end-users. Farmers' groups have the potential to act as facilitators of information and communication, whilst rice mills function as providers of processing services.

The appropriate partnership model is a marketing partnership that maintains existing distribution channels. Farmers' groups act as facilitators, whilst collectors continue to serve as the link between farmers and agents. The partnership agreement must cover price, quality—particularly moisture content—supply volume, collection times and the payment system.

This model can strengthen marketing coordination, price transparency, transaction certainty and farmers' bargaining power without compromising their

flexibility. Farmers can still decide how much of their produce to sell once they have met their family's food needs.

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