

## ANALYSIS OF MARKETING ASPECTS IN LAYING CHICKEN FARMING BUSINESS IN THE CASE OF HANIF FARM IN LUBOK SUKON VILLAGE, INGIN JAYA DISTRICT, ACEH BESAR REGENCY

Dedhi Yustendi <sup>1\*</sup>, Mulyadi, Zulkifli <sup>1</sup>

<sup>1</sup> Faculty of Agriculture, Animal Husbandry Study Program, Abulyatama University, Indonesia

Email Correspondence: [dedhiyustendi\\_ternak@abulyatama.ac.id](mailto:dedhiyustendi_ternak@abulyatama.ac.id)

### Abstract

This study aims to analyze the financial feasibility and marketing strategy of Hanif Farm's egg-laying chicken farming business located in Lubuk Sukon Village, Ingin Jaya District, Aceh Besar Regency. The research method used is a quantitative approach for financial analysis and qualitative-descriptive for marketing analysis. All members of the population were sampled (census). Primary data were obtained through interviews and observations, while secondary data were obtained from financial records and business documentation. The results show that financially, Hanif Farm's business is very feasible and profitable. This is evidenced by the monthly net profit of Rp. 8,583,333.00. Break Even Point (BEP) analysis in units shows the break-even point at 2,081 eggs, which falls lower than the monthly production volume. Furthermore, the Revenue Cost Ratio (R/C Ratio) value is Rp 1.29 per income. In the marketing aspect, the strategy implemented is still traditional, with the main strengths being product quality and word-of-mouth promotion. Weaknesses identified are dependence on collectors, which limits market reach and profit optimization. Based on the SWOT analysis, there is a significant opportunity to expand the market by leveraging simple digital promotions. In conclusion, Hanif Farm is a profitable business, but it needs to diversify its distribution channels and begin implementing digital marketing to boost business growth.

Keywords: Finance, Marketing and Hanif Farm

### INTRODUCTION

The livestock sector is a crucial sector in national economic development, particularly in providing animal protein sources for the community. One of the rapidly growing livestock subsectors in Indonesia is the laying hen business. Chicken eggs are a highly demanded livestock product due to their relatively affordable price and high nutritional value, particularly their high animal protein content, which is essential for all segments of society. Aceh Besar, a district in Aceh Province, has significant potential for developing the laying hen business. This is supported by the availability of land, human resources, and the increasing demand for chicken eggs in both local and regional markets. One such farm is **Hanif Farm**, located in Lubuk Sukon Village, Ingin Jaya District. This farm has been operating for several years and serves as a key supplier of chicken eggs to the surrounding area. Researchers have observed that Hanif Farm has shown quite good progress, but still faces challenges common to medium-scale laying hen farms.

These challenges include high feed costs, which constitute the largest component of the production cost structure, and relatively simple marketing strategies. This situation has drawn researchers' attention to further examine the financial and marketing aspects of this farm. By conducting an in-depth analysis, it is hoped that this research can provide a real picture of the level of financial feasibility of the business, while also identifying opportunities for improvement in the marketing strategy implemented.

However, in running an egg-laying chicken farm, there are two crucial aspects that determine its sustainability and growth: **financial** and **marketing**. The financial aspect concerns cost efficiency, revenue generation, and profitability, or the economic feasibility of the business. Meanwhile, the marketing aspect concerns sales strategies, pricing, product distribution, and promotion to reach a wider consumer base and increase product competitiveness in the market. A common problem faced by farmers, especially small and medium-sized enterprises, is the lack of sound financial management and effective marketing strategies. Many business owners operate technically well but lack detailed financial calculations and a well-planned marketing strategy. This can lead to long-term business instability.

Seeing the importance of these two aspects, a study is needed that can analyze the financial conditions and marketing strategies implemented by the Hanif Farm laying hen farm. With this analysis, it is expected to provide a comprehensive picture of the feasibility of the business and the potential for future development, so that it can be used as a basis for making managerial decisions and better business planning. Based on the background that has been described, the formulation of the problem in this study is: 1) What is the condition of the financial aspect of the Hanif Farm laying hen farm in Lubuk Sukon Village, Ingin Jaya District, Aceh Besar Regency? 2) What is the marketing strategy implemented by the Hanif Farm laying hen farm? 3) Is the Hanif Farm laying hen farm feasible to run from a financial and marketing perspective? This study aims to analyze the financial condition of the Hanif Farm laying hen farm, identify and analyze the marketing strategies used by Hanif Farm, assess the feasibility of the Hanif Farm business based on financial and marketing aspects. Theoretical Research Usefulness: Providing scientific contributions to the development of science, especially in the fields of agribusiness management, livestock economics, and livestock business marketing strategies. Adding academic references for students, lecturers, and other researchers who want to study similar topics, especially regarding the integration of financial and marketing aspects in the laying hen farming business. Become the basis for the development of theories or models for micro-enterprise analysis in the poultry farming sector. Practical: Provides useful information for Hanif Farm owners/managers to understand the financial condition of their business in a more measurable and objective manner. Provides strategic input in terms of product marketing so that the business is more competitive and able to reach a wider market. Becomes a reference for other farmers in managing laying hen businesses efficiently, both in terms of cost management and marketing strategies. Can be used as a consideration by the local government or related agencies in formulating policies, guidance, and programs for developing smallholder livestock businesses in the Aceh Besar region. Becomes a consideration for potential investors or business partners who want to collaborate in developing laying hen farming commercially.

## RESEARCH METHODS

### Place and Time of Research

This research was conducted at the 'Hanif Farm' egg-laying chicken farm located in : Lubuk Sukon Village, Ingin Jaya District, Aceh Besar Regency, Aceh Province. This research was conducted from March to August 2025 , with the following stages : Preparation and permits: Early March 2025, Field data collection (observation, interviews, documentation): Mid-March – end of July 2025 , Data analysis and completion of thesis: August 2025

### Object and Scope of Research

"Hanif Farm" egg-laying chicken farming business operating in Lubuk Sukon Village, Ingin Jaya District, Aceh Besar Regency Financial Aspects. Fixed and variable costs of the business, Income and business profits, Financial feasibility indicators such as: a.) Internal Rate of Return (IRR), b.) Benefit-Cost Ratio (B/C)

### Research Population and Sample

The population in this study is all elements or individuals involved in the Hanif Farm egg-laying chicken farming business activities , who have information or data related to the financial and marketing aspects of the business. The population includes the owner and main manager of Hanif Farm, workers or employees involved in operational activities, parties involved in marketing and product distribution activities, bookkeeping documents or financial records used in business operations. In other words, the population of this study is limited (small and specific population) because it only focuses on one business unit, namely Hanif Farm. The number of populations studied is small in scale and can be fully reached, so this study uses **a census method** or saturated sampling, namely all members of the population are used as research samples. Thus, the sample in this study consists of:

- a. Owner/Manager of Hanif Farm
- b. Production employees who know the flow of costs and chicken maintenance activities,
- c. Staff who handle marketing or distribution (if any),
- d. financial and marketing record documents as part of secondary data.

### Data Types and Collection

In this study, the data used consists of two types, namely:

Primary data is data obtained directly from primary sources in the field, namely from Hanif Farm through direct interviews with business owners and managers, observations of operational and marketing activities, and observations of the business environment. Primary data includes information on:

1. Production costs (fixed and variable)
2. Income and profits
3. Marketing strategy (product, price, distribution, promotion)
4. Business decision-making process

Secondary data is data obtained from supporting sources, both within the business and from related literature. Secondary data sources include:

1. Hanif Farm financial records (accounting reports, purchase/income notes)
2. Marketing documentation (brochures, promotional media, distribution records)
3. Literature, journals, and previous research relevant to the topic

## Data Collection Techniques

The techniques used in collecting data include:

### a. Interview

Conducted directly with the owner and manager of Hanif Farm, using semi-structured interview guidelines to dig up in-depth information about business costs and profits, marketing strategies used, business obstacles and opportunities.

### b. Observation (Direct Observation)

Researchers directly observed the production process, marketing activities, and the farm's physical facilities and environment to obtain real data that supports the interview results.

### c. Documentation

Collecting data from internal business documents such as financial reports, transaction receipts, sales records, and product promotion or distribution records. Documentation techniques are used to strengthen and verify previously collected primary data.

## Concept and Limitation of Variables

### Financial Aspects

The financial aspect refers to the financial condition and performance of a laying hen farm, reflecting its efficiency and profitability. An analysis is conducted to determine the extent to which the business is economically viable and profitable. **Concepts within the financial aspect include:**

a. Initial investment

Total initial costs to start a business, such as building a cage, purchasing DOC (day-old chicks), equipment, etc.

b. Operational costs

Daily/monthly costs such as feed, labor, medicine, and electricity.

c. Income

Sales value of eggs and other by-products (such as discarded chickens, livestock manure).

d. Laba/Rugi

The difference between revenue and total costs.

e. Break Even Point (BEP)

Break-even point, where total revenue = total costs.

## Marketing Aspects

The marketing aspect refers to how a business markets its product (chicken eggs) to consumers and how that marketing strategy affects sales and profits. **Concepts within the marketing aspect include:**

a. Distribution channels

The channels used to sell eggs to the market/consumers (e.g. directly to the market, to collectors, to household consumers, etc.)

b. Pricing strategy

How to determine the selling price (based on production costs, market prices, or competition).

c. Promotion

How the business promotes its products (if any), such as social media, banners, or word of mouth.

#### d. Market segmentation

The main target market for the product (e.g. households, shops, food stalls, etc.).

#### e. Marketing constraints

Factors that inhibit marketing such as price fluctuations, competition, limited distribution networks.

### Variable Limits

#### Financial Aspect Limitations

1. The analysis only covers the last 1 year time period.
2. Data analyzed based on reports or financial records from farmers (primary or secondary).
3. Does not include analysis of external loans/credits or investments if data is not available.
4. Analysis using a basic financial approach (production costs, business income, net profit, Break Even Point (BEP), R/C ratio ( *revenue/cost* ), Return on Investment (ROI), Business Efficiency
5. Not going into depth into advanced accounting.

#### Marketing Aspect Limitations

1. Focus on marketing activities for chicken eggs, not other products such as discarded chickens or manure.
2. Analysis was carried out only on a local scale (Lubuk Sukon and surrounding areas).
3. Marketing strategies are assessed based on the perceptions and practices of the interviewed farmers.
4. Do not include digital marketing analysis if the farmer does not use this method.

### Data analysis

The data analysis method in this study combines quantitative and qualitative approaches. The quantitative approach was used to analyze the financial feasibility of the business, while the qualitative-descriptive approach was used to examine marketing aspects in depth. Data collected through questionnaires, in-depth interviews, and observations will be systematically processed to address the research objectives.

#### Marketing Aspect Analysis

The marketing analysis uses a combination of qualitative and quantitative methods. The goal is to understand the marketing strategies implemented by farmers and their effectiveness. Data was obtained through in-depth interviews with farmers, observations, and questionnaires. The aspects analyzed include:

## 1. Distribution Channel Analysis

This research will identify and describe in detail the distribution channels used by farmers. The goal is to determine how far the product reaches consumers and the role of intermediaries (collectors, traders, agents). This analysis will include an evaluation of the advantages and disadvantages of each distribution channel used.

## 2. Pricing Strategy Analysis

This analysis examines the pricing methods used by farmers. It examines whether selling prices are determined based on production costs, local market prices, or a response to demand. The assessment also includes pricing flexibility and influencing factors (e.g., feed prices, seasonality).

## 3. Promotion Analysis

Examine the promotional efforts undertaken by farmers. This analysis will explore the effectiveness of word-of-mouth, social media, or partnerships with grocery stores or food stalls. It will also identify whether farmers have a planned promotional strategy or rely solely on passive sales.

## 4. Market Segmentation Analysis

Identify the specific consumer groups to which the product is being sold. Whether the primary target market is households near the farm, grocery stores, restaurants, or traditional markets. This analysis will provide insight into the farmer's market focus.

## 5. SWOT analysis

A SWOT analysis is used to evaluate internal and external conditions that impact marketing aspects. This analysis is based on interviews and observations.

- a. Strengths: Examples: fresh egg quality, good reputation in the community, or strategic location.
- b. Weaknesses: For example: lack of promotional capital, limited transportation, or dependence on a single collector.
- c. Opportunities: Examples: increasing demand for eggs, support from government programs, or healthy food trends.
- d. Threats: Examples: fluctuations in feed prices, intense price competition, or disease outbreaks.

## 6. Margin, Efficiency and Marketing Costs

Marketing margin is the difference between the selling price received by a marketing agency and the purchase price from the previous marketing agency, or the difference between the price at the end consumer level and the price at the producer level. Margin analysis is used to determine the profit margin earned in each distribution channel.

Marketing margin formula for each institution:

$$M_i = P_j - P_b$$

Information:

$M_i$  = Marketing margin at the  $i$ -th marketing institution (Rp/item)

$P_j$  = Selling price at the  $i$ -th marketing institution (Rp/item)

$P_b$  = Purchase price at the  $i$ -th marketing institution (Rp/item)

Total marketing margin is calculated by:

$$M_t = P_k - P_p$$

Information:

$M_t$  = Total marketing margin (Rp/item)

$P_k$  = Price at the end consumer level (Rp/item)

$P_p$  = Price at producer level (Rp/item)

### a. Marketing Efficiency

Marketing efficiency measures the extent to which a marketing system can distribute products from producers to consumers at low cost and at a reasonable profit for each marketer. Efficiency is calculated using the ratio of marketing costs to the value of the product marketed.

Formula:

$$EP = \frac{TBP}{NP} \times 100\%$$

Information:

EP = Marketing efficiency (%)

TBP = Total marketing costs on a particular channel (Rp)

NP = Value of marketed products (Rp)

Marketing efficiency assessment criteria:

$EP < 50\%$  = Efficient

$EP \geq 50\%$  = Inefficient

## b. Marketing Costs

Marketing costs include all expenses incurred by each actor in the distribution channel to move a product from producer to consumer. Marketing cost components can include:

1. Transportation costs – costs of transporting eggs from the farmer to the agent/distributor.
2. Labor costs – wages of workers involved in the marketing process.
3. Packaging costs – costs for containers, trays, or other packaging.
4. Storage costs – costs incurred to store products before they are sold.
5. Other costs – including administration, communication and licensing costs (if any).

Marketing cost formula per item:

$$BP_i = \frac{TBP_i}{Q_i}$$

Information:

$BP_i$  = Marketing costs per item at the  $i$ -th marketing institution (Rp/item)

$TBP_i$  = Total marketing costs at the  $i$ -th marketing institution (Rp)

$Q_i$  = Number of products marketed by the  $i$ -th marketing agency (item)

## Data Processing Techniques

The data will be processed through two main stages:

1. Quantitative Data Processing: Financial data from the questionnaire will be processed using Microsoft Excel software to perform accurate mathematical calculations. The results will be presented in systematic and easy-to-understand tables, such as production cost tables and profit and loss tables.
2. Qualitative Data Processing: Data from interviews and observations will be interpreted and processed into comprehensive narrative text descriptions. These descriptions will be used to explain and strengthen the quantitative findings and provide in-depth context regarding marketing aspects.

## RESULTS AND DISCUSSION

This analysis is based on qualitative data from interviews with owners and direct observations in the field.

## Marketing Elements (4P) of Hanif Farm

### a. Produk (Product)

Hanif Farm's primary product is fresh, broiler chicken eggs. The owners emphasize consistent egg quality, good shell color, and uniform size. Hanif Farm not only sells eggs in pellets but also offers them in tray packaging to attract larger buyers.

### b. Price

Hanif Farm's pricing strategy tends to follow market prices. The owner sets a competitive selling price compared to local egg prices, while still taking production costs into account. Prices can fluctuate depending on feed availability and market demand.

### c. Distribution (Place)

Hanif Farm's distribution channels are simple and efficient. Products are sold directly to:

1. Collectors: Most of the eggs are sold to local collectors who then distribute them to traditional markets in Aceh Besar.
2. End Consumers: A small percentage of eggs are sold directly to individual consumers or households visiting the farm. Hanif Farm's market reach is currently limited to the Lubuk Sukon area and its surroundings.

### d. Promotion

Hanif Farm's promotions are largely informal. The primary strategy employed is word-of-mouth. The high quality of its products has built a positive reputation among customers, who then recommend Hanif Farm to others. The farmer hasn't yet made extensive use of social media or digital promotional tools.

## Marketing Constraints

### a. Limited Market Reach

Product marketing is still focused on the area around Lubuk Sukon Village and Ingin Jaya District, so that market potential in other areas has not been optimally explored.

### b. Less than optimal promotion

Product promotion remains traditional, relying on word-of-mouth. The lack of use of social media or digital platforms hinders market expansion and new customer acquisition.

c. Dependence on Collectors

Most sales are made through local collectors. This limits Hanif Farm's bargaining power over selling prices, as they are subject to the collectors' set prices.

d. Market Price Fluctuations

The price of broiler chicken eggs tends to fluctuate due to the influence of supply, demand, and production costs (especially feed). These fluctuations impact the stability of farmers' incomes.

e. Limited Packaging Facilities

Products are still packaged simply using standard trays. This packaging is less appealing to modern markets or consumers who prioritize product appearance as an added value.

## SWOT Analysis

The following are the results of the SWOT analysis for the marketing aspects of Hanif Farm:

Table 6. SWOT Analysis of Hanif Farm Marketing

<b>Internal</b>	<b>Strengths</b>	<b>Weaknesses</b>
	<ul style="list-style-type: none"> <li>- Fresh and consistent egg quality.</li> <li>- Good reputation through word of mouth promotion.</li> <li>- Easily accessible farm location.</li> </ul>	<ul style="list-style-type: none"> <li>- Limited capital for large scale promotion.</li> <li>- Dependence on collectors as the main channel.</li> <li>- Lack of a planned digital marketing strategy.</li> </ul>
<b>External</b>	<b>Opportunities</b>	<b>Threats</b>
	<ul style="list-style-type: none"> <li>- Continued market demand increased.</li> <li>- Consumer trends that looking for local and fresh products.</li> <li>- Potential to expand chain to grocery store or restaurant.</li> </ul>	<ul style="list-style-type: none"> <li>- Uncontrolled fluctuations in feed prices stable.</li> <li>- Fierce price competition with other breeders.</li> <li>- Risk of disease that can reduce production.</li> <li>- The existence of intermediaries (collectors) which cuts margins profit.</li> </ul>

This SWOT analysis shows that Hanif Farm has great potential for growth (by taking advantage of opportunities), but also has several weaknesses that need to be improved (for example, digital marketing strategy).

## Margin and Efficiency, Marketing Cost

The process of transferring goods or products from producers to consumers requires costs. Marketing costs increase the price of a product. The longer the marketing chain, the higher the marketing costs. Furthermore, the marketing costs of a product depend on how the product is treated.

Table 7. Margins, Costs and Marketing Efficiency of Egg -Laying Chicken Business in Lubuk Sukon Village Wants to be Successful in Aceh Besar Regency, in 2025.

No	Description	Cost (Rp)	Margin (%)
1	Breeder		60,00
	Selling Price (Per Item)	1.400	
2	Agent		
	Purchase Price (Per Item)	1.500	4,85
	Transportation costs	2000.000	4,85
	Loading and Unloading Costs	150.000	9,71
	Total Cost	353.360	
	Margin	300,00	5,29
	Profit	20/grain	
	Selling Price (Per Item)	2.000	
3	Retailer	2.500	
	Purchase Price	-	6,65
	Rent a Place	-	0,85
	Plastic Cost	20.000	7,50
	Total Cost	20.000	
	Margin		17,50
	Profit	500	100,00
	Selling Price (Per Item)	2.500,00	
4	Consumer		
	Purchase Price	2.500,00	
	Total Marketing Cost	344,17	
	Total Margin Pemasaran	800,00	
	Total Profit	455,83	
	Marketing Efficiency	344,17	17,21

Source: Primary Data Processed in 2025.

### a. Marketing Margin

Table 3 shows the marketing margins for laying hens in Lubuk Sukoningin Jaya Village, Aceh Besar Regency. Chicken egg marketing channels have margins. The marketing margin varies across channels because each marketer sets a different selling price ( Hasyim , 2005 ). Retailers in this channel have the highest margin, at Rp 350 per egg.

## b. Marketing Costs

Table 3 shows that the marketing channels for laying hens in Lubuk Sukon Ingin Jaya Village, Aceh Besar Regency, involve intermediaries ( agents ), with all transportation costs borne by the intermediaries (agents). The price of eggs for farmers is Rp 1,670 per egg, and at the agent level, it becomes Rp 1,690 per egg , with a cost of Rp 194.17 per egg. Retailers sell to consumers at Rp 2,500 per egg, with a cost of Rp 150 per egg.

## c. Marketing Efficiency

Based on Table 3. shows the marketing efficiency of laying hens in Gampong Lubuk Sukon Ingin Jaya, Aceh Besar Regency is 17.21%. So it can be said that the marketing of laying hens in the research area is efficient, where every Rp. 100 of marketed product value only requires marketing costs of Rp. 17.21. If the ratio of total costs to total product value is lower , the marketing system is more efficient and vice versa , if the ratio of total costs to total product value is higher , the marketing system is inefficient .

## CONCLUSION

Hanif Farm's marketing strategy focuses on a traditional approach. Based on a marketing mix analysis (4Ps), the business's main strengths lie in product quality (fresh eggs) and a good reputation through word-of-mouth promotion. However, a major weakness identified is its reliance on middlemen as its primary distribution channel, which can cut into profit margins and limit market reach. A SWOT analysis also reveals significant opportunities for market expansion (e.g., reaching grocery stores and restaurants) as well as threats from fluctuating feed prices and intense competition.

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