



The Impact of the Covid-19 Pandemic on the Income of Butchers Broilers at Traditional Market in Sidikalang District

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Abstract. The covid 19 pandemic has negatively impacted various sectors, including livestock product trading. This study aims to find out how much income impact due to covid 19 pandemic on broiler meat traders at the Traditional Market, Sidikalang District, and understand the marketing strategies carried out by traders during the Covid-19 pandemic. The research was conducted at the Traditional Market, Sidikalang District, in September 2021. The sample determination used a saturated sample technique (*total sampling*), where all population members were used as samples because the population used was relatively small. Data analysis was carried out by calculating the income of traders before and during the Covid-19 pandemic and describing the data generated from the impact felt during the Covid-19 pandemic. The results showed decreasing butchers' gain after the emergence of the Covid-19 outbreak. The highest revenue from the middle business group reached IDR 5,025,000 or around 31.1%, and the lowest income difference in the small business group got IDR 2,480,000 or about 24.8% after the Covid-19 pandemic. The provision of policies during the Covid-19 pandemic by limiting operational time and market capacity by complying with health protocol recommendations and assisting in the form of money and necessities to traders are some of the government's roles during the Covid-19 pandemic for broiler chicken traders. The strategy carried out by traders to increase sales during the Covid-19 pandemic is to continue to supply excellent and fresh broiler chicken, give discounted prices, offer a delivery system, as well as promote merchandise through social media.

Keywords: broiler chicken, covid-19, income, traditional market, strategies

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1. Introduction

The development of broiler chickens in recent years shows increased consumption and production. The graph shows Indonesia's product and consumption increase from 2014 to 2019 [1]. It is known that in 2014 broiler chicken production was 1,642,697 tons, and broiler chicken consumption was 1,121,516 tons, while in 2019, the number of broiler chicken production reached 3,494,759 tons and broiler chicken consumption reached 2,698,479 tons.

Based on research, the sale of broiler chickens has problems, namely the decline in various incomes for traders due to the entry of the Covid-19 outbreak into Indonesia in March 2020, which resulted in the disruption of the economy of traders. This is followed by data on the decline in Indonesian broiler meat production in 2020 [2], namely production of 3,104,453 tons and consumption of 2,722,994 tons. Coronavirus Disease (Covid-19) has spread more widely in the past few months. Until now, it has not disappeared from the lives of the world's people, forcing each region to implement a strict security system for conducting transactions in the community. In addition, the central government implements policies that allow it to reduce public activities outside the room. However, this uncontrollable situation has caused various obstacles in every region in Indonesia, one of which is in the Sidikalang District.

As a result of the Covid-19 case at the Sidikalang market, visitors were deserted both on weekends and weekdays, as complained by several broiler chicken traders at Sidikalang Market. This is thought to have an impact on the income of traders and consumption of broiler meat among the community, so this does not escape the efforts and strategies carried out by broiler chicken traders to anticipate declining sales.

2. Materials and Methods

The research was conducted in September 2021 at the Traditional Market, Sidikalang District.

2.1 Research Methods and Sampling

The method used in this study is a survey method, namely interviews and direct observation of broiler chicken traders. The sampling method used in this study is the Saturated Sample (census) method.

2.2 Types and Sources of Data

The data used in this study are primary data and secondary data. Primary data collection was obtained from observations and interviews using a questionnaire instrument to respondents who were all broiler chicken traders at the Traditional Market, Sidikalang District.

2.3 Data Analysis Method

The data generated in this study were processed descriptively and quantitatively and concluded using descriptions and meaningful values.

3. Results and Discussion

3.1 Characteristics of Broiler Chicken

The characteristics of broiler chickens sold at the Traditional Market of Sidikalang District are chickens that are kept for 3 to 5 weeks and have a body weight of 1-3 kg per head. Generally, broilers are ready for slaughter at three weeks of age and have fast growth and a final body weight of about 1.5-2 kg [3].

3.2 The Impact of the Covid-19 Pandemic on the Income of Broiler Chicken Traders

3.2.1 Working Capital

Based on the regression test results, the working capital variable has a significant effect on the income of traders because of the considerable level of the operating capital variable before the Covid-19 pandemic and after the Covid-19 pandemic is less than 0.05.

Table 1. Average Broiler Chicken Trading Working Capital in Sidikalang Traditional Market (IDR/Month)

Group Effort	Total cost		Total Purchase of Chicken		Total Working Capital	
	Before the Pandemic	After the Pandemic	Before the Pandemic	After the Pandemic	Before the Pandemic	After the Pandemic
Small	2,186,667	1,983,333	53,441,667	41,416,667	55,628,333	43,400,000
Currently	3,218,571	3,018,571	111,248,571	76,564,286	114,467,143	79,582,857
Big	7,363,000	7,363,000	163,520,000	135,920,000	170,883,000	143,283,000

3.2.2 Broiler Chicken Prices

Based on the research conducted, it was found that the prices of broiler chickens supplied to traders varied. It is known that the average cost of chicken given to small business group traders is IDR 42,833. The average price of the chicken provided to the medium business group is IDR. 44,714, and for the large business group, the average cost of chicken is IDR. 44,000.

Likewise, the price of chicken sold by traders to consumers also varies. Each trader determines the selling price to consumers even though the price difference is not that far away. Variations in the selling price of broiler chickens start from IDR. 48,000, IDR. 50,000, and IDR. 55,000 per head. The selling price applied by broiler meat traders at the Sidikalang District Market before and during the pandemic was the same because there was no significant price change at the time of data collection.

3.2.3 Sales Volume of Broiler Chicken

The research results show differences in the volume of broiler chicken sales traded before and during the Covid-19 pandemic. There has been a decrease in the importance of broiler chickens sold after the emergence of Covid-19. Before the pandemic, the stock of broiler chickens in the small business group was 1,257. The supply of broiler chickens in the medium business group is 2,507; in the large business group, the chicken stock is 3,780.

Meanwhile, after the pandemic, the number of broiler chicken stocks in the small business group was 980; in the medium business group, the number of chickens decreased to 1,726. And for the highest business group, the total stock of broiler chickens sold was 3,165, so there was a decrease between the volume of chicken sales before the pandemic and during the Covid-19 pandemic.

3.2.4 Merchant Income

1. Total Cost

The total costs for the broiler chicken trading business at the Traditional Market, Sidikalang District, which were issued during the month before and during the Covid-19 pandemic by traders, were in the form of labor costs, which varied for each business. The cost of renting a place/kiosk quoted by PD Pasar, the price of vehicle gasoline. And machinery, as well as the cost of plastic bags for packaging broiler chickens.

2. Total Chicken Purchase

The total purchase of chicken is the cost incurred by traders to buy broiler chicken from suppliers during the month before the Covid-19 pandemic and after the Covid-19 pandemic. The highest average price of broiler chickens in the highest business group before the Covid -19 pandemic was IDR 163,520,000. Meanwhile, the average purchase cost for the highest business group before the Covid-19 pandemic was IDR 135,920,000, which means a decrease in total purchases of broiler chickens by traders with a difference of IDR 27,600,000.

3. Revenue

Revenue from the broiler trading business is the amount of income from traders selling broiler chickens per month at the Traditional Market, Sidikalang District.

The highest revenue is the average income obtained by broiler chicken traders at the Traditional Market, Sidikalang District; before and after the Covid-19 pandemic in the highest business group, there was a decrease which had a difference of up to IDR 32,625,000 or a drop of around 16.6%.

Table 2. Average Total Trade Revenue of Broiler Chicken in Sidikalang Traditional Market

Group Effort	Total Receipt		
	Before the Pandemic (IDR/Month)	After the Pandemic (IDR/Month)	Decrease (Percentage)
Small	65,625,000	50,916,667	22.4
Currently	130,652,857	89,928,571	31.1
Big	196,700,000	164,075,000	16.6

The income received by broiler chicken traders at the Traditional Market, Sidikalang District, varies in each business group owned, which has decreased by around 31.1%.

The income of traders has decreased in line with the emergence of the Covid-19 outbreak, which has led to new policies by the government to reduce people's capacity in traditional markets. The same thing happened in several research locations [4]. Namely, the income of various traders in Pontianak City experienced a shaIDR decline between 30% to 70% at the beginning of the Covid-19 pandemic, while expenses tended to remain. This condition requires respondents to anticipate family expenses.

Table 3. Average Total Income of Broiler Chicken Trading in Sidikalang Traditional Market

Business Group	Total Receipt		Total Working Capital		Total income	
	Before the Pandemic	After the Pandemic	Before the Pandemic	After the Pandemic	Before the Pandemic	After the Pandemic
Small	65,625,000	50,916,667	55,628,333	43,400,000	9,996,667	7,516.667
Currently	130,652,857	89,928,571	114,467,143	79,582,857	16,185,714	10,345,714
Big	196,700,000	164,075,000	170,883,000	143,283,000	25,817,000	20,792,000

3.5 The Role of Government During the Covid-19 Pandemic

3.5.1 Government Policy

Local governments continue to permit open markets for traders during the pandemic. However, the market operation's duration has been reduced to only half a day for some time, and the market capacity is limited by following the health protocol recommendations implemented by the government. This is following [5] regarding the health protocol at the Dairi Regency shopping center in the first point states to apply circulation and time limits for visits and the number of visitors to a maximum of 40 percent of the number of visits during normal conditions by implementing strict controls at entrances and exits. This is also appropriate [1] regarding the duties of the Regional Market Company of Dairi Regency in carrying out public services in the market sector, fostering market traders, helping to determine price balance, and smooth distribution of goods and services.

3.5.2 Providing Assistance

The government carried out the provision of assistance in the area where some of the traders lived. This is under [6] regarding the Implementation of basic food social assistance and cash social assistance in handling the impact of Corona Virus Disease 2019 (Covid-19). Therefore, the government assists the community, especially broiler meat traders. Still, it does not affect people's purchasing power because most assistance replaces lost income during the pandemic.

3. 6 Sales Strategies

Based on the results of interviews while researching that the strategies used by broiler meat traders are as follows:

1. Supplying good broiler chicken meat

Traders try to be able to adjust consumer desires by marketing fresh broiler meat products and paying attention to sound quality chicken meat according to consumer demand. This is done so that consumers feel satisfied it adjusts to their desired needs. Satisfaction is not only limited to satisfaction with the physical form of the product but also concerns the fulfillment of the product buying process and the benefits of the product [7].

2. Giving discounts

Pricing is very influential in providing value to consumers because it can influence their buying decision [8],[9]. For example, broiler chicken traders in the Traditional Market, Sidikalang District, offer discounts and discounts to consumers or subscriptions to increase consumers' desire to consume broiler chicken.

3. Delivery and promotion *services* through social media

The following is a percentage of the application of sales strategies carried out by traders as follows:

Table 4. Application of sales strategy

No	Sales Strategy	Number of Merchants	Percentage (%)
1	Order delivery (delivery)	13	86.67
2	Social media (Facebook)	4	26.67

Based on “Table 4”, it was found that at the Sidikalang Traditional Market, 86.67% of traders used the delivery system during the pandemic. Meanwhile, 26.67% of traders also use social media for marketing their broilers. Traders made these efforts to help increase their sales, which

have declined during the pandemic. According [10],[11] delivery is a kind of strategic to improve sales on the pandemic era of the Covid 19.

4. Conclusion

1. The results showed a decrease in broiler traders' sales and income after the emergence of the Covid-19 outbreak. The highest income difference in the medium business group reached IDR 5,025,000 (31.1%), and the lowest income difference in the small business group reached IDR 2,480. .000 (by 24.8%) after the Covid-19 pandemic, so traders feel the impact of the Covid-19 pandemic on their income.
2. The results of the study explain that the government's role for broiler chicken traders at the Traditional Market of Sidikalang District is to provide policies to traders in the market during the COVID-19 pandemic by limiting operational time and market capacity and by complying with strict health protocol recommendations. Next, the government also provided stimulus or assistance to several broiler chicken traders in the form of money and necessities to meet the needs of traders in maintaining purchasing power amid the Covid-19 pandemic.
3. The study's results explained that the broiler chicken trading business at the Sidikalang District Traditional Market carried out several strategies to increase its sales during the Covid-19 pandemic. The process is to continue to supply excellent and fresh broiler chicken, give customers discounts, offer a delivery system to potential buyers for 86.67% of all traders, and promote merchandise through social media such as Facebook by 26.67% of the number of traders.

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