

INCOME PROFILE OF COMMERCIAL CHICKEN EGG SELLERS AT KOREM MARKET, KENDARI CITY, SOUTHEAST SULAWESI**Sarniati^{1*}, Musram Abadi², Hairil A. Hadini³**^{1,2,3} Department of Animal Science, Faculty of Animal Science, Halu Oleo UniversityEmail : Sarniaty02@gmail.com**ABSTRACT**

This study aims to examine the characteristics of purebred chicken breeders, their incomes, and the viability of their businesses at Korem Market in Kendari City, based on the B/C and R/C ratios. Breeders of purebred chickens at Korem Market are predominantly of working age, with 60% having completed secondary education; have been in business for more than 7 years, work from 06:00 to 18:00, and have an average egg sales volume of 605 trays per month. The average monthly income of commercial chicken-egg traders at Korem Market is Rp. 5,373,500. The commercial chicken egg trading business at Korem Market is profitable and viable to continue operating, with an R/C ratio of 1.18 and a B/C ratio of 0.18.

Keywords: Trader characteristics, eggs, income, and business viability of egg traders

INTRODUCTION

Livestock farming has promising prospects with a relatively high level of demand, in line with population growth. One livestock business that plays a role in the supply of animal protein is the commercial layer chicken, which produces eggs with a fairly complete nutritional content (Purwanto et al. 2019). The layer chicken farming industry plays a vital role in meeting the demand for animal-sourced protein and various food industry requirements. The productivity of layer chickens is quite high compared to other types of poultry, so layer chickens are widely reared by the public not only to meet protein needs but also as a source of income for farmers.

Commercial chicken eggs are a livestock product that plays a vital and strategic role in meeting the nutritional needs of the population. Commercial chicken eggs are relatively inexpensive and have a high nutritional content, particularly protein, and are also highly digestible by the body. Other factors driving the increased demand for commercial chicken eggs include population growth, improvements in the economy, and greater awareness of the importance of nutrition for human health. These conditions have led to a steady increase in public demand for commercial chicken eggs over time. Commercial chicken eggs are widely sold in modern markets and by traders in traditional markets. Traditional markets serve as a meeting place for sellers and buyers, characterised by direct buyer-seller transactions and typically involving a bargaining process; the premises usually consist of stalls, kiosks, open-air spaces, and open-air areas operated by sellers or market managers. Traditional markets generally sell daily necessities such as foodstuffs including fish, fruit, vegetables, eggs, meat, textiles, clothing, electronic goods, services and so on. One of the traditional markets in Kendari is Korem Market.

Korem Market is a market that operates every day (Monday to Sunday). However, the market's opening hours are irregular. This was revealed by a preliminary study conducted by

the researcher, which found that some traders at Korem Market were already selling their wares at 5.00 am, whilst others did not open until 8.00 am. Most of the traders who are already operating from 5.30 am is vegetable and staple goods traders. One type of trader at Korem Market is the commercial chicken egg trader. Commercial chicken egg traders at Korem Market generally set up their businesses using their own capital without any assistance from the government or financial institutions, such as banks or credit unions. Chicken egg traders generally buy and sell goods that they do not produce themselves, in order to make a profit. Profit is the gain obtained from the sale of chicken eggs minus the production costs incurred. The profit will be greater if the amount earned is greater than the amount spent.

Commercial chicken eggs are a livestock product that plays a vital and strategic role in meeting the nutritional needs of the population. They are relatively inexpensive and highly nutritious, particularly rich in protein and easily digestible. Other factors driving the rise in demand for commercial chicken eggs include population growth, economic improvement and increased awareness of the importance of nutrition for human health. These conditions have led to a steady increase in public demand for chicken eggs over time. Chicken eggs are widely sold in modern supermarkets and by traders in traditional markets.

METHOD

This study was conducted from July to August 2022 at Korem Market in Kendari. The research location was selected using purposive sampling, a technique whereby the location is deliberately chosen based on specific considerations relevant to the research objectives. Korem Market was chosen because it is a bustling hub of economic activity and is representative of the dynamics of trade in Kendari. In this study, a total of 10 respondents were selected based on specific criteria in line with the research requirements. These respondents were expected to provide accurate and in-depth information regarding the phenomenon under investigation. Data collection was carried out through direct observation and interviews with the respondents, ensuring that the data obtained was factual and consistent with conditions on the ground. With this approach, it is hoped that the research results will provide a clear and relevant picture of the issues under study.

RESULTS AND DISCUSSION

Age of Traders

According to Amin et al. (2017), age can influence physical capacity at work. Age is a crucial factor in determining business success. It is an indicator that influences physical capacity, as younger individuals tend to possess greater physical strength than older ones. The research findings indicate that the respondents' ages range from 33 to 55 years. This will clearly influence the development of the egg trading business currently being operated at Korem Market. A survey indicates that 80% of commercial chicken egg traders at Korem Market are aged between 33 and 55 years, whilst 20% are over 55 years of age. The age of commercial chicken egg traders falls within the productive age category, whereas those over 55 years of age are categorised as non-productive, according to Amin et al. (2017), as age can affect physical capacity for work. This is consistent with the findings of Aida & Alam (2017) that work capacity in producing goods is largely determined by the vendor's age, as age affects physical ability and a mindset that is relatively open to accepting or adopting equipment and technology in building a business.

Length of Business Operation

The length of business operation refers to the length of experience that commercial chicken egg traders at Korem Market have in running their trading businesses. This experience can provide a wealth of information and knowledge that can enhance their skills and contribute to the development of their trading businesses. The average length of time in business for commercial chicken egg traders at Korem Market is quite high. Traders with more than 10 years' experience account for 50%, whilst those with 7–10 years' experience also account for 50%. Herman (2020) states that the more business experiences a trader has, the easier it will be for them to resolve any issues within their business.

Business costs

Business costs are unavoidable expenses that play a crucial role in decision-making for any business. The amount spent on production will significantly influence the profit to be obtained from a business. Business costs comprise all expenses incurred in trade, divided into fixed and variable costs. Fixed costs are those that do not depend on the volume of business, such as rent and utility bills. Variable costs are those whose amount depends on the quantity of products and services produced, such as the procurement of commercial chicken eggs. The highest business costs were incurred by the 8th trader, amounting to Rp 67,485,000; this was due to the large volume of eggs purchased and the rent of Rp 865,000. The lowest costs for an egg trader were incurred by the 7th trader, amounting to Rp 10,526,000. The costs for the other traders ranged from Rp 12,911,000 to Rp 48,425,000, with an average total cost of Rp 297,165,000.

The average income of commercial chicken egg traders at Korem Market is Rp350,900,000, with the highest income recorded by trader number 8 at Rp81,200,000. The lowest income was recorded by trader number 7 at Rp11,600,000, whilst the incomes of the other traders ranged from Rp 14,500,000 to Rp. 81,200,000. These results indicate that the level of revenue for commercial chicken egg traders at Korem Market depends on the quantity of commercial chicken eggs sold. Traders with a larger stock of products will achieve higher revenue, whilst those with a smaller stock will receive lower revenue (Zaini 2010).

Revenue

Business revenue is calculated by multiplying the total quantity of products produced by the prevailing market price. Revenue from the trade in commercial chicken eggs at Korem Market depends on the quantity of eggs supplied and the price of those eggs. Waren (2017) states that net revenue (profit) can be achieved if revenue exceeds expenditure in trading operations. Revenue is the profit derived from trading activities minus the costs incurred. Thus, revenue is the core or objective of any business venture. Profit will be greater if the revenue received exceeds the expenditure.

The highest income among commercial chicken egg traders at Korem Market was recorded by Trader 8 at 13,715,000 per month, whilst the lowest was recorded by Trader 7 at 1,074,000 per month, with the average income for commercial chicken egg traders standing at 5,375,000 per month. The income of commercial chicken egg traders at Korem Market is higher when compared to the findings of Dzakir et al. (2022) at Wawotobi Market, which stated that the average income of commercial chicken egg traders was 3,031,000 IDR.

CONCLUSION

Commercial chicken egg traders at Korem Market are predominantly of working age, with 60% having completed upper secondary education; they have been in business for more than seven years, work from 06:00 to 18:00, and sell an average of 605 trays of eggs per month. The average monthly income of commercial chicken egg traders at Korem Market is

Rp. 5,373,500. The commercial chicken egg trading business at Korem Market is profitable and viable to continue, with a R/C ratio of 1.18 and a B/C ratio of 0.18.

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