

STRUCTURE-CONDUCT-PERFORMANCE (SCP) ANALYSIS OF GARUT SHEEP MARKET IN GARUT REGENCY

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ABSTRACT

This study aims to analyze the structure, conduct, and performance (Structure-Conduct-Performance/SCP) of Garut sheep markets in Garut Regency. Garut sheep is a superior commodity in West Java that has high economic and cultural value. However, its marketing management still faces challenges, such as market structure imbalance and weak bargaining position of farmers. This research used a descriptive quantitative method with a case study approach in six locations in Garut Regency. Data were obtained through surveys, interviews, observations, and focus group discussions (FGDs) with farmers and market actors. The results showed that the market structure of Garut sheep at the farmer level is classified as a low oligopoly ($CR_4 < 50\%$), while at the intermediary traders, local collectors, and collecting dealers level is categorized as a strong oligopoly ($CR_4 > 80\%$) with high market concentration. Market entry barriers are relatively low, indicated by Minimum Efficient Scale (MES) values below 10%. Market conduct involves a number of actors, such as intermediary traders, local collectors, dealers, and retailers, with a price mechanism formed through a bargaining system. Market performance indicates the existence of 7 to 8 marketing channels with varying levels of efficiency. The second marketing channel was recorded as the most efficient with 0% margin and 100% farmer's share. In general, Garut Sheep marketing in Garut Regency is efficient, despite disparities between channels.

Keywords: Garut sheep, SCP, Sheep Farmer

ANALISIS STRUKTUR-PERILAKU-KINERJA (SCP) PASAR DOMBA GARUT DI KABUPATEN GARUT

ABSTRAK

Penelitian ini bertujuan untuk menganalisis struktur, perilaku, dan kinerja (Struktur-Perilaku-Kinerja/SCP) pasar domba Garut di Kabupaten Garut. Domba Garut merupakan komoditas unggulan di Jawa Barat yang memiliki nilai ekonomi dan budaya yang tinggi. Namun, manajemen pemasarannya masih menghadapi tantangan, seperti ketidakseimbangan struktur pasar dan posisi tawar petani yang lemah. Penelitian ini menggunakan metode kuantitatif deskriptif dengan pendekatan studi kasus di enam lokasi di Kabupaten Garut. Data diperoleh melalui survei, wawancara, observasi, dan diskusi kelompok terfokus (FGD) dengan petani dan pelaku pasar. Hasil menunjukkan bahwa struktur pasar domba Garut di tingkat petani diklasifikasikan sebagai oligopoli rendah ($CR_4 < 50\%$), sementara di tingkat pedagang perantara, pengumpul lokal, dan pengumpul besar dikategorikan sebagai oligopoli kuat ($CR_4 > 80\%$) dengan konsentrasi pasar yang tinggi. Hambatan masuk pasar relatif rendah, ditunjukkan oleh nilai Minimum Efficient Scale (MES) di bawah 10%. Perilaku pasar melibatkan sejumlah aktor, seperti pedagang perantara, pengumpul lokal, pedagang, dan pengecer, dengan mekanisme harga terbentuk melalui sistem tawar-menawar. Kinerja pasar menunjukkan adanya 7 hingga 8 saluran pemasaran dengan tingkat efisiensi yang bervariasi. Saluran pemasaran kedua tercatat sebagai yang paling efisien dengan margin 0% dan porsi petani 100%. Secara umum, pemasaran domba Garut di Kabupaten Garut efisien, meskipun terdapat ketidakseimbangan antar saluran.

Kata Kunci: Domba Garut, SCP, Peternak Domba

INTRODUCTION

The livestock subsector plays an important role in West Java's economic development, with the contribution of the agriculture, forestry and fisheries sector reaching 8.42% growth in 2023 (BPS of West Java, 2025). Garut sheep, as a leading

commodity, accounts for more than 80% of the province's sheep population and has high economic and cultural value (BPS of West Java, 2024). This sheep is traditionally cultivated and marketed both as a protein source and agile animal.

Garut sheep marketing still faces obstacles, such as the dominance of traders in

setting prices, the weak bargaining position of farmers, and limited access to market information. Price inequality and long marketing distribution have an impact on price fluctuations, decreased farmer margins, and low market efficiency. Although distribution has reached areas outside Garut and exports to Malaysia (Mayasari et al., 2023), profits have not been evenly distributed across all business actors.

Several studies have highlighted the impact of imperfect market structure on the inequality of profit distribution (Arsyad & Kusuma, 2014; Chairina & Hutagaol, 2022), but integrative studies that comprehensively link market structure, conduct, and performance, especially in Garut sheep, are still limited. The Structure-Conduct-Performance (SCP) approach is a relevant analytical tool to understand the interrelationship between these elements.

This study aims to analyze the marketing system of Garut Sheep in Garut Regency through the SCP approach, including market structure, business actors' conduct, and marketing performance. This study provides an empirical contribution to the development of a more efficient and fair marketing strategy, as well as filling the void of scientific studies in the context of local livestock markets.

MATERIALS AND METHODS

Field data collection in this study was conducted from October to November 2024 in six locations in Garut Regency. Respondent farmers were determined using the Slovin formula with an error rate of 10%, based on population data from the Garut Regency Fisheries and Livestock Service Office in 2024, resulting in 76 farmers from five sub-regencies. The researcher reached the respondents through the help of the head of the farmer group and local village officials. Interviews were conducted directly at farm locations or respondents' homes using a structured questionnaire. The questionnaire was structured based on indicators of the Structure-Conduct-Performance (SCP) approach, which includes aspects of market structure, pricing mechanism, distribution channels, and marketing margins. To ensure the clarity and completeness of data, the interview process was assisted by trained enumerators.

Trader respondents were determined through a snowball sampling technique, which started with farmers to identify traders involved in the marketing chain. This method was chosen because most market actors are not formally registered, so identification was based on social recommendations and trading relationships between actors. In addition, researchers also conducted a Focus Group Discussion (FGD) at the Garut Regency Fisheries and Livestock Service Office involving representatives of farmers, government, and HPDKI to deepen the marketing context and validate the field findings. Secondary data was obtained from government agency documents, scientific publications, and official websites. As this research is descriptive, no inferential approach or factor analysis was used in data processing.

Merthod of Analysis

1. Market Structure Analysis

a. Market Share Analysis

Market share analysis was used to determine the market structure of the Garut sheep trading system in Garut Regency (Kurniawan et al., 2021). The market share for each trader was calculated using the following formula:

$$MS_i (\%) = \frac{S_i}{S_{tot}} \times 100\%$$

Description:

MS_i : Market share of the i-th trader (%).

S_i : Number of sheep sold by the i-th trader (head).

S_{tot} : Total number of sheep sold by all traders (head).

b. Concentration Ratio for the Largest Four (CR_4)

The CR_4 analysis was used to indicate the degree of market concentration held by the four largest firm in a market area (Firmansyah et al., 2021). CR_4 was caculated by summing the market shares of the four largest traders in the market, using the formula:

$$CR_4 = MS_1 + MS_2 + MS_3 + MS_4$$

According to Miar & Batubara (2019) the value of CR_4 is interpreted as follows,

- $CR_4 = 100\%$ indicates a monopoly,

- $80\% < CR_4 < 100\%$ indicates a highly oligopolistic market,
- $50\% < CR_4 < 80\%$ indicates a somewhat oligopolistic market,
- $0 < CR_4 < 50\%$ indicates a low degree of oligopoly, and
- $CR_4 = 0$ indicates a perfectly competitive market.

c. Market Entry Barriers

Market structure analysis also includes an assessment of entry barriers. One commonly used method to evaluate these barriers is the Minimum Efficiency Scale (MES), which is expressed as follows (Khavidhurrohmaningrum, 2013):

$$MES (\%) = \frac{\text{Sales of largest trader}}{\text{Total output of all traders}} \times 100\%$$

The decision criteria are as follows,

- If the MES value is greater than 10%, then market entry is considered difficult.
- If the MES value is the less than 10%, then market entry is considered easy.

2. Market Conduct Analysis

Market conduct was analyzed descriptively by examining the pricing mechanisms used by traders to buy and sell Garut sheep, as well as the prevailing marketing channel patterns. The analysis focused on key indicators such as marketing functions, pricing and payment systems, and institutional cooperation among marketing actors.

3. Market Performance Analysis

Marketing performance was analyzed using operational efficiency and price efficiency approaches. A commonly used method to assess operational efficiency in marketing studies is to calculate marketing margins and farmer shares.

a. Marketing Margin Analysis

The marketing margin was mathematically expressed as:

$$MT = \sum mi = Pr - Pf$$

MT shows the total marketing margin,

- Pr is the price of Garut sheep at the trader level.
- Pf is the price at the farmer level.

- M_i is the marketing margin at the level of the i -th Garut sheep marketing institution.

The marketing margin at each institution was determined by calculating the difference between the selling price and the buying price at each level of the marketing chain. The formula was as follows:

$$M_m = P_s - P_b$$

Description:

- M_m is the marketing margin of Garut sheep (IDR/kg).
- P_s is the selling price of Garut sheep (IDR/kg), and
- P_b is the buying price of Garut sheep (IDR/kg).

The marketing channels identified during the study were re-evaluated to determine which channels were more efficient. The efficiency of each marketing channel was assessed using the following formula:

$$\%MT = \frac{Pr - Pf}{Pr} \times 100\%$$

Description:

- %MT is the percentage of total marketing margin,
- Pr is the retail price,
- Pf is the price at the farmer level.

According to Permana et al. (2021), marketing channel efficiency is categorized based on the percentage of marketing margin, with values ranging from:

- 0–33 % is considered efficient,
- 34–67 % moderately efficient, and
- 68–100 % inefficient.

Profit is defined as the difference between total revenue and total costs incurred by each marketing institution. It is calculated using the formula:

$$Kp_n = Ps_n - Pb_n - Bp_n$$

Description:

- Kp_n is the profit of the n -th marketing institution,
- Ps_n is the selling price,
- Pb_n is the buying price, and
- Bp_n is the marketing cost at that level.

b. Farmer's share

Farmer's share refers to the proportion of the final sale price received by the sheep breeder as compensation for raising the animals. It was calculated using the following formula:

$$Fs = \frac{Pf}{Pr} \times 100\%$$

Description:

- Fs is the percentage of price share received by farmers,
- Pf is the price of Garut sheep at the farmer level, and
- Pr is the price at the final consumer level.

Based on the efficiency criteria proposed by Dahl and Hammond (1997) as cited in Abhar et al. (2018),

- If $Fs \geq 60\%$, the marketing system is considered efficient.
- If $Fs < 60\%$, the marketing system is considered inefficient.

RESULTS AND DISCUSSION

1. Overview of the Research Area

Garut Regency is located in the southern region of West Java Province and has an administrative area of 306,519 hectares. More than 52% of the total non-rice field land area is allocated for dry land, plantations, and pastures, which are potential sources of animal feed (BPS of Garut Regency, 2018). This indicates that the availability of feed resources in Garut Regency is relatively abundant. This finding is consistent with the study of Tanuwiria et al. as cited in Firman et al. (2018), which showed that animal feed resources remain widely available throughout the region.

2. Respondent Characteristics

This study describes the characteristics of farmers and traders involved in Garut Sheep marketing in Garut Regency, West Java Province. These characteristics include age, formal education level, farming or trading experience, and business scale reflected by the size of the pen.

Based on the survey results, most of the farmers are in the age range of 43-51 years, which is included in the productive

age category (24-60 years) according to Mulyawati et al. (2016). Formal education of respondents varied from 7 to 15 years, reflecting the level from elementary school to high school. The length of experience in raising Garut sheep ranged from 25 to 32 years. In addition, the pen size varies from 25 to 236 m², which illustrates the diversity of business scale among the respondents.

Meanwhile, traders' age in this study are generally 38-43 years old. Their formal education is on average at the junior to senior high school level, which is between 8 to 12 years. The length of experience in trading Garut sheep varies, and most respondents stated that marketing activities are carried out directly in the animal market or from farmers to consumers. This information provides an overview of the social and economic background of Garut Sheep market players in the study area.

3. Market Structure Analysis

The majority of meat-type Garut sheep are sold to dealer (main collectors) and local collectors (38%), while agile Garut sheep are mostly sold directly to final consumers (40%). Some farmers also market meat-type Garut sheep directly to final consumers through livestock markets, although in smaller numbers compared to sales to dealer (main collectors). The demand for male Garut sheep increases significantly during the Eid al-Adha period, consistent with the findings of Alhuur and Heriyadi (2024), who reported a seasonal spike in demand for sheep and goats during religious festivals.

Sales at the level of local farmers, middlemen and collectors are usually made in stages or in dealer, based on general quantity and quality. However, at the level of dealer (major collectors) and retailers, sheep are sorted and classified, especially those intended for agile purposes, thus achieving a higher market value. An analysis of the market structure based on market share is presented below.

a. Market Share

Market share refers to the proportion of a trader's sales relative to the total sales made by all traders (Budhijana, 2019). The following section presents the calculation of

the market share of Garut sheep in Garut Regency.

The market share analysis presented in the table above shows that the collector traders have the largest market share (37,04%) compared to other marketing institutions, reflecting their dominance in the marketing chain of Garut sheep. Market share serves as an indicator of traders' competitive position in the industry; higher market share implies greater market power and competitive advantage (Hopid et al., 2021).

b. Four Concentration Ratio (CR4)

The market concentration ratio (CR4) was calculated based on the top four market institutions with the highest sales volume over the period August 2023 to August 2024. The relevant data is presented in Table 2.

The market structure for agile-type and meat-producing Garut sheep shows a similar pattern, characterized by the dominance of traders. For agile-type sheep, intermediary traders control 92.59% of transactions, indicating that four large traders manage almost all sales. According to Miar and Batubara (2019), such concentration (>80%) reflects a strong oligopoly, where a few dominant traders significantly influence the price and volume of trade—an observation that is consistent with Maharani et al (2024).

c. Market Entry and Exit Barriers

Market entry barriers refer to factors that deter new traders from starting a business in a particular market (Arsyad & Kusuma, 2014). The findings of this study reveal the following conditions.

Based on the analysis results, the Minimum Efficiency Scale (MES) values for Garut agile sheep and Garut meat-type sheep are below the 10% threshold (6.2% and 5.2%, respectively). This indicates that the Garut sheep market in Garut Regency has low entry barriers. This low MES value indicates favorable conditions for new firms to enter the market (Siahaan et al., 2025). Observations also show that both new farmers and traders are free to sell Garut sheep, either from their own production or on behalf of others.

4. Market Conduct Analysis

This section examines the conduct of each marketing institution in response to the existing market structure in Garut Regency. The findings presented below highlight the conduct patterns of the market players along the sheep marketing chain.

a. Marketing Function Practices

Marketing function analysis aims to identify the role of each marketing institution (Az Zahra & Naully, 2021). Farmers mainly handle physical activities such as loading and unloading livestock, while transportation costs are usually covered by traders or consumers. Their strong dependence on intermediaries stems from the importance of personal networks, limited marketing education, and pressing financial needs, as sheep are often considered a form of savings (Mulyati et al., 2023).

Farmers also have limited access to market information and tend to focus solely on production, limiting decision-making (Rusdianto et al., 2016). In addition, inadequate marketing knowledge and skills, as well as uneven distribution of sales remain ongoing challenges (Susanti et al., 2023).

Farmers market Garut sheep through various channels, including farmer-to-farmer sales and direct sales to end consumers. Most Garut sheep are sold to hobbyists (51.59%), mainly due to the higher selling price (48.05%), consistent with Fajriyanti et al. (2024), who highlighted the benefits of direct sales. Interviews revealed that sheep were evaluated on health, agility, horn shape and physical form. This emphasized traits such as posture, health, aggressiveness, technique and presentation in the arena. These factors influence prices and encourage farmers to prioritize selective breeding and proper care to increase market value, as also noted by Rusdiana et al. (2020). This study further examines the sale of Garut sheep and the motivations behind such transactions.

Based on observations, most Garut sheep are sold to local village collectors and dealer (49.35%), as they offer services such as transportation, labor, and dealer purchase (42.86%). These services reduce farmers' operational costs by eliminating the need to

make individual sales (Suwarta & Harmoko, 2009). Garut sheep are valued based on body weight, motivating farmers to select superior breeds and provide optimal feed to maximize the selling price. This is in line with Rusdiana and Praharani (2015), who emphasized that better breeding will result in higher productivity and increased profits. This study also identified the existence of information flows that influence farmers' sales decisions.

As shown in Table 7, most farmers (51.95 per cent) obtain information from fellow farmers, mainly due to limited market access, social proximity, and higher trust. This finding is in line with Tatipikalawan et al. (2022), who also identified fellow farmers as the main source of information.

b. Pricing Mechanism

Pricing reflects the relative bargaining power of market participants. Prices are generally negotiated based on industry trends and product specifications, with farmers usually initiating bids but ultimately accepting buyers' terms due to their weak bargaining position. Intermediary traders, such as dealer and retailers, have stronger bargaining power, which adjusts to market conditions. Price determination among traders also involves negotiation and, in many cases, cooperation to avoid damaging price competition. Such coordination increases bargaining power and indicates an oligopoly market structure, where joint profit maximization through collective price determination is common (Adi, 2021).

c. Payment System

Payment system refers to mechanisms, instruments, and institutions that facilitate the transfer of funds between parties (Mellani & Putri, 2024). In Garut sheep marketing, payment methods are based on the level of trust and agreement between farmers and buyers. The payment systems observed in this study are summarized in the following table.

All transactions between marketing institutions and farmers are made through cash payments at the farm after receiving the sheep at the agreed price. Most farmers prefer cash payment due to a lack of bank accounts and low financial literacy. In

addition, distrust of electronic transfers still exists due to past incidents of fraud where payments were not received.

d. Marketing Channels

Marketing channels refer to systems that channel products from producers to consumers (Mubarokah & Dewi, 2023). This study distinguishes two marketing channels, namely the marketing channel of Garut agile sheep and the marketing channel of Garut meat sheep.

e. Garut Sheep Marketing Channel

Garut sheep marketing follows seven different channel patterns. The diagram below illustrates these marketing channels.

The sheep marketing system in Garut Regency consists of seven channels with different levels of complexity. Channel 1 is a one-level direct transaction between farmers (24.68 percent), which is often based on family relationships or informal agreements to reduce costs. Channel 2 (51.59%) also follows a one-tier structure, linking farmers with intermediary traders who offer higher prices and bear marketing and transportation costs, resulting in greater net profits (Rahmawati et al., 2014). Channels 3 (5.19%) and 4 (3.90%) are two-tier structures involving dealer or intermediaries. Dealer expand market reach through active promotion, including social media (Reyvina & Tjokrosaputro), while intermediaries assist with logistics. Channel 5 (14.29%) involves farmers, local collectors, and hobbyists, with collectors managing packaging, transportation, and promotion within the hobbyist community (Setianingsih et al., 2019). Channel 6 has a three-tier structure where dealer purchase in bulk from farmers, with prices determined through bargaining. Channel 7, the most complex, is a four-tier system involving farmers, collectors, dealer, retailers and hobbyists. While it allows for greater market access, the accumulation of costs across actors increases the final consumer price.

f. Marketing Channels for Garut Meat Sheep

Differences in marketing channels for Garut meat sheep arise from variations in product characteristics and functions. Garut

meat sheep are mainly consumed for meat, while Garut agile sheep are kept for hobby purposes. As a result, the sales volume of meat sheep is higher due to the demand for daily consumption.

Garut sheep marketing system consists of five channels with different levels of complexity. Channel 1 (14.29 percent) is the simplest, involving direct sales from farmer to farmer for fattening or breeding, with minimal costs and transportation paid by the buyer (IDR 10,000-Rp 50,000/head), but limited market access. Channel 2 involves direct sales from breeder to end-consumer for consumption, celebration, aqiqah, or sacrifice, with promotion done personally or digitally and transportation costs (IDR 20,000 - IDR 100,000/head) borne by the buyer. Channel 3 adds a dealer between farmers and consumers; while reducing farmers' marketing efforts, it lowers their income due to the margins from the dealer. Dealer transportation costs (IDR 50,000 - IDR 200,000) and maintenance costs (IDR 20,000 - IDR 50,000). Channel 4 consists of farmers, intermediaries, and consumers, where intermediaries manage distribution, promotion, labor (IDR 20,000 - IDR 50,000), and transportation (IDR 30,000 - IDR 150,000), further reducing farmers' profits. Channel 5 is the most complex channel, involving farmers, middlemen, and retailers. Retailers purchase small volumes and resell them at higher prices, often through direct or digital promotions. While each actor earns a margin, farmers receive lower prices and consumers face higher final costs.

5. Market Performance Analysis

Market performance is the result of the interaction between market structure and market conduct (Hartoyo, 2023). This study analyzes key indicators such as marketing margins and farmer share.

a. Marketing Margin of Garut Sheep

Marketing margins are analyzed based on the types of Garut sheep marketed in the study location. The following presents the marketing margin of Garut sheep in Garut Regency.

Based on Table 8, the highest marketing margin is found in channel 3 (43

percent). This is mainly due to the longer distribution chain in channel 7, which involves more intermediaries, as noted by Suprianto et al. (2021). The high margins in channels 3 and 7 are also influenced by stable demand from hobbyists, which strengthens farmers' bargaining power and allows for higher selling prices. In addition, the additional costs of raising Garut sheep to meet certain physical standards required by buyers also contribute to higher margins. These factors collectively result in higher marketing margins in channels 3 and 7 compared to other channels.

b. Marketing Margin for Garut Male Meat Sheep

This study also analyzed the marketing margin for Garut male meat sheep. The results are presented below. The highest marketing margin for Garut meat sheep was recorded in channel 8, reaching 25.45%, primarily due to the involvement of many intermediaries, similar to the distribution of fighting sheep. However, the margin remains lower than that of fighting sheep due to differences in market characteristics and consumer behavior. Meat sheep buyers are more price-sensitive and typically purchase in large quantities, driving competitive pricing at the farm level.

The elastic nature of demand limits price increases throughout the supply chain, while bulk distribution helps reduce transportation costs per head. Unlike fighting sheep, which require special care, meat sheep involve lower marketing costs. These findings support the findings of Wowiling et al. (2018), who noted that longer supply chains increase margins, though they do not always increase farmers' profits, as additional costs are shared among stakeholders. Despite relatively high margins, marketing meat sheep remains less profitable than fighting sheep, which serve a niche market with higher purchasing power.

c. Farmer's Share (FS)

The farmer's share analysis was conducted separately based on the type of Garut sheep. Table 10 shows the results.

The highest share for farmers for Garut sheep of the fighting and meat types was found in channel 2 (100 percent), where

direct sales to consumers eliminate intermediaries. Conversely, the lowest share occurs in channels 3 and 7 (57 percent) for fighting sheep, and channel 8 (75 percent) for meat sheep, reflecting longer marketing chains and higher distribution costs. These results support the findings of Alamsyah et al. (2015), who noted that a long marketing chain reduces farmers' profits due to increased costs and intermediary margins. Fatima et al. (2022) also highlight the farmer's share as a key indicator of marketing efficiency. Overall, marketing efficiency in Garut Regency is determined by channel structure, the number of intermediaries, and cost efficiency at each stage.

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(100%) was found in Channel 2, where direct sales to consumers eliminate intermediary costs. Conversely, the lowest share was observed in Channels 3 and 7 (57%) for fighting sheep, and Channel 8 (75%) for meat sheep, due to longer supply chains and additional costs such as special care and transportation. These results indicate that longer marketing chains reduce farmers' income through higher intermediary margins and marketing costs. This supports the findings of Alamsyah et al. (2015) and Fatima et al. (2022), who noted that shorter and more efficient channels result in higher farmer shares. The next section presents an analysis of the efficiency of each marketing channel in Garut regency.

Table 1. Market Share of Garut Sheep Major Market Share of Garut Sheep Sales by Marketing Institution

Market Institutions	Agile-Type		Meat-Type	
	Sales Volume (head/year)	Market Share (%)	Sales Volume (head/year)	Market Share (%)
Farmers	9	7,50	18	7,47
	3	2,50	12	4,98
	3	2,50	11	4,56
	3	2,50	11	4,56
Intermediary Trader	50	37,04	50	23,81
	40	29,63	45	21,43
	20	14,81	40	19,05
	15	11,11	40	19,05
Local/Village Collecting Traders	50	35,71	150	25,00
	30	21,43	150	25,00
	25	17,86	100	16,67
	20	14,29	100	16,67
Dealer	200	26,67	500	32,26
	180	24,00	400	25,81
	150	20,00	250	16,13
	120	16,00	200	12,90
Retailer	45	21.23	50	23.58
	40	18.87	45	21.23
	35	16.51	35	16.51
	32	15.09	30	14.15

Table 2. Market Concentration of Garut Sheep in Garut Regency

Market Institutions	Market Concentration (%)	Category
Agile-Type		
Farmers	15,00	Low Oligopoly
Intermediary Trader	92,59	Strong Oligopoly
Local/Village Collecting Traders	89,29	Strong Oligopoly
Dealer	86,67	Strong Oligopoly
Retailer	71,70	Medium Oligopoly
Meat-Type		
Farmers	21,6	Low Oligopoly
Intermediary Trader	83,33	Strong Oligopoly
Local/Village Collecting Traders	83,33	Strong Oligopoly
Dealer	87,10	Strong Oligopoly
Retailer	75,47	Medium Oligopoly

Table 3. Minimum Efficiency Scale (MES)

Type of Garut Sheep	Sales of Largest Traders (head/year)	Total Sales of Garut Sheep (kg/year)	MES Value (%)
Agile - Type	200	1237	6,2
Meat - Type	500	2600	5,2

Table 4. Sales Objectives and Reasons for Selling Garut Agile Sheep

Selling to	Total	(%)
Garut sheep hobbyists/end consumers	40	51,95
Fellow Garut sheep breeders	19	24,68
local/village collectors and intermediarytraders	15	19,48
	3	3,90
Reason for Selling		
High Price	37	48,05
Family ties/acquaintances	23	29,87
Debt/contract	0	0,00
Operational provision and facilitate Marketing	17	22,08

Table 5. Sales Objectives and Reasons for Selling Garut Meat Sheep

Selling to	Total	(%)
Garut sheep hobbyists/end consumers	25	32,47
Fellow Garut sheep breeders	11	14,29
local/village collectors and intermediarytraders	38	49,35
	3	3,90
Reason for Selling		
High Price	21	27,27
Family ties/acquaintances	19	24,68
Debt/contract	4	5,19
Operational provision and facilitate Marketing	33	42,86

Table 6. Source of Information

Source of Information	Total	(%)
Fellow farmers	40	51,95
Intermediary traders	25	32,47
Village/local collectors	12	15,58
Collecting traders	0	0,00
Retailers	0	0,00

Table 7. Payment Methods

Marketing institution	Buyer	Payment System	(%)
Farmers	Intermediary traders	Cash	96.67
		Non - Cash	3.33
	Local/village trader	Cash	100.00
		Cash	98.11
	Retailers	Non - Cash	1.89
		Cash	100.00
		Cash	100.00

Table 8. Marketing Margin for Agile Sheep Winners of the Agility Competition

Marketing institution	Margin	(%)
1	24,000,000	18
2	-	0
3	75,000,0000	43
4	10,000,000	7
5	10,000,000	18
6	64,000,000	37
7	84,000,000	43

Table 9. Marketing Margin for Garut Male Meat Sheep

Marketing institution	Margin	(%)
1	-	1,51
2	-	0
3	14,500	15,00
4	6,800	7,37
5	16,500	16,19
6	7,800	8,89
7	5,800	6,82
8	27,500	25,45

Table 10. Farmer's Share Analysis

Marketing Channel	Price at The Farmer Level (IDR)	Price at The Consumer Level (IDR)	FS (%)
Garut Agile Sheep/head			
1	111,000,000	135,000,000	82
2	165,000,000	165,000,000	100
3	100,000,000	175,000,000	57
4	140,000,000	150,000,000	93
5	111,000,000	135,000,000	82
6	111,000,000	175,000,000	63
7	111,000,000	195,000,000	57
Garut Meat Sheep/kg			
1	86,667	88,000	98
2	90,000	90,000	100
3	85,000	100,000	85
4	88,000	95,000	93
5	88,000	105,000	84
6	82,000	90,000	91
7	82,000	88,000	93
8	82,000	110,000	75

Table 11. Marketing Channel Efficiency for Garut Agile and Meat Sheep

Marketing Channel	Margin (%)	Farmer Share (%)	Notes
Garut Agile Sheep/head			
1	18,00	82,00	Efficient
2	0,00	100,00	Efficient
3	43,00	57,00	Inefficient
4	7,00	93,00	Efficient
5	18,00	82,00	Efficient
6	37,00	63,00	Efficient
7	43,00	57,00	Inefficient
Garut Meat Sheep/kg			
1	1,51	98,00	Efficient
2	0,00	100,00	Efficient
3	15,00	85,00	Efficient
4	7,37	93,00	Efficient
5	16,19	84,00	Efficient
6	8,89	91,00	Efficient
7	6,82	93,00	Efficient
8	25,45	75,00	Efficient

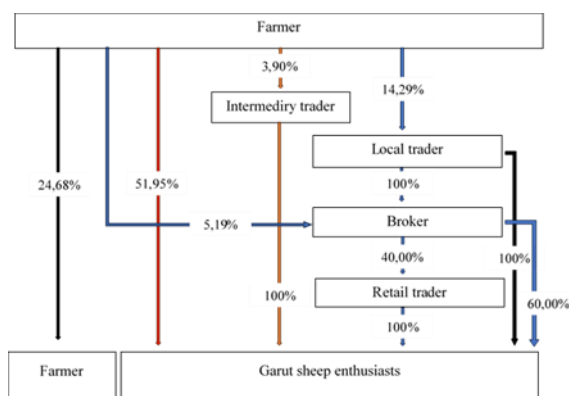


Figure 1. Marketing Channel for Garut Agile Sheep\

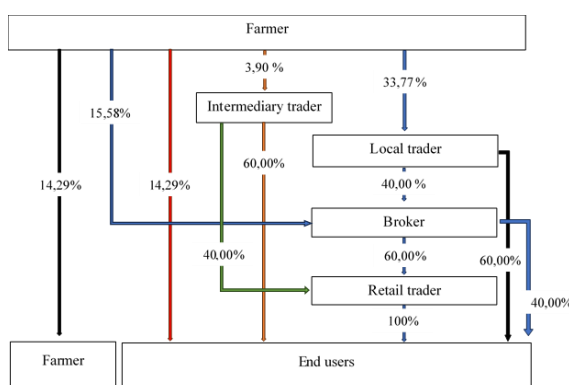


Figure 2. Marketing Channel of Meat Garut Sheep

CONCLUSIONS

The market structure of Garut sheep in Garut Regency is classified as low oligopoly at the farmer level ($CR_4 < 50\%$) and strong oligopoly at the level of intermediary traders, local collectors, and collecting dealers ($CR_4 > 80\%$), with low market entry barriers ($MES < 10\%$). Market conduct is dominated by a bargaining system without a fixed price reference, with the main actors consisting of intermediary traders to retailers. Market performance consists of seven to eight marketing channels with varying levels of efficiency, with the 2nd channel recorded as the most efficient (0% margin, 100% farmer's share).

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