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Marketing Management and Financial Management of Goat Farming in Bantar Panjang Village, Tigaraksa, Tangerang Regency

Abstract

This study aims to analyze the marketing management and financial management of goat farming in Bantar Panjang Village, Tigaraksa District, Tangerang Regency. Goat farming is one of the main sources of income for the local community, yet it still faces challenges in marketing and effective financial record-keeping. The research method used is a descriptive qualitative approach through interviews, field observations, and document studies with local farmers. The findings show that the marketing strategy is still conventional, relying on local networks, while financial record-keeping is not well-structured, making it difficult to make long-term economic decisions. The study recommends the implementation of a digital marketing strategy, enhancing the farmers' capacity in business management, and using a simple but systematic financial recording system to improve the efficiency and sustainability of the goat farming business.

Keywords: Marketing Management, Financial Management, Goat Farming

1. Introduction

Goat farming is a common economic activity in rural areas, including in Bantar Panjang Village, Tigaraksa District, Tangerang Regency. **Berry, L. L., & Parasuraman, A.** (1991). Besides being a source of daily income, goat farming also serves as a long-term asset that can be sold when needed. However, despite its potential, goat farming in this area still faces several problems that affect its sustainability and growth.

One of the main issues faced by goat farmers is the lack of understanding and implementation of effective marketing management. Most farmers still rely on traditional marketing methods, such as direct sales to middlemen or local buyers, which often do not provide optimal profits. **Stanton, W. J.** (2002). Limited access to broader markets and a lack of knowledge about modern marketing strategies, such as digital media utilization or partnerships with marketing agencies, also hinder competitiveness in the goat farming products.

On the other hand, financial management in goat farming is also not carried out systematically. Most farmers do not have proper financial record-keeping, making it difficult

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to monitor cash flow, accurately calculate profits, or plan business development. This situation weakens decision-making, particularly in terms of investment, feed purchases, and livestock reproduction management.

The problems in marketing management and financial management indicate the need for a more structured and knowledge-based approach in managing goat farming businesses. By strengthening these two aspects, it is hoped that farmers in Bantar Panjang Village will be able to increase their income, expand markets, and create more sustainable businesses. **Horne, J. C. V., & Wachowicz, J. M. (2009).**

2. Theoretical Framework

2.1. Marketing Management

Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals (Kotler & Keller, 2016). In the context of goat farming, marketing management involves strategies for selling livestock products such as live goats, goat meat, and derivative products (milk, organic fertilizer) effectively to consumers or broader markets. Key elements of marketing include market segmentation, pricing strategies, promotion, and distribution channels. Effective marketing not only helps increase sales volume but also strengthens the position of goat farming products in the market.

2.2. Farm Product Marketing Strategy

According to Stanton (2002), marketing strategies consist of four main elements known as the marketing mix: product, price, place/distribution, and promotion. In goat farming, the product aspect includes the quality of the goats, weight, age, and health; price should be competitive yet profitable; distribution should consider market access convenience; and promotion can be carried out through social media, partnerships, or word of mouth. Proper application of the marketing mix can improve the competitiveness of small-scale farmers in local and regional markets.

2.3. Financial Management in Livestock Businesses

Financial management is the process of planning, organizing, controlling, and monitoring financial resources to achieve business objectives effectively and efficiently (Horne & Wachowicz, 2009). In goat farming, financial management includes recording income and expenses, cost-benefit analysis, budget planning, and investment management for business development. Proper record-keeping helps farmers understand their financial conditions, determine production costs, and make data-driven decisions. Simple financial recording systems, such as daily cash books or digital financial applications, can be adopted according to the farmers' capacity.

2.4. Small-Scale Livestock Farming

Small-scale goat farming in rural areas is generally traditional and passed down through generations. According to Soeharno (2005), rural livestock farming plays an important role in providing animal protein and increasing community income. However, these businesses often face barriers in accessing financing, technology, and market information. Therefore, an empowerment-based approach and managerial training are essential to improve efficiency and sustainability.

3. Research Methods

3.1. Approach and Type of Research

This study uses a descriptive qualitative approach, aiming to provide an in-depth understanding of the marketing management and financial management practices in goat farming in Bantar Panjang Village. Miles, M. B., & Huberman, A. M. (1992). This approach was chosen because it allows the researcher to directly understand the social and economic realities of the farmers based on their experiences.

3.2. Research Location and Time

The research was conducted in Bantar Panjang Village, Tigaraksa District, Tangerang Regency, which is one of the areas with active goat farming activities. The research was planned to take place during [insert month and year], with adjustments based on the availability of informants and field conditions.

3.3. Sources and Data Collection Techniques

The data collected includes:

- a. Primary Data: Obtained through in-depth interviews with goat farmers, leaders of farmer groups, and relevant village officials. Direct observations of livestock barns and marketing activities were also conducted to gather field data.
- b. Secondary Data: Collected from supporting documents such as village reports, farmer group records, related literature, and data from the local animal husbandry office.

Data collection techniques include:

- a. Semi-structured interviews to explore information flexibly while remaining focused on the research topic.
- b. Participatory observation to directly document marketing activities and financial record-keeping.
- c. Documentary study to complement and strengthen data from interviews and observations.

3.4. Data Analysis Techniques

The data obtained was analyzed using descriptive qualitative analysis techniques. The analysis process includes three stages according to Miles and Huberman (1992):

- a. Data reduction: Simplifying and selecting relevant data focused on the research objectives.
- b. Data presentation: Organizing the data in narrative form, tables, or diagrams for easier understanding.
- c. Conclusion drawing: Interpreting the data patterns to derive conclusions.

3.5. Data Validity

To ensure the validity of the data, triangulation of sources and methods was performed, comparing the results from interviews, observations, and documentation to ensure consistency of information. Additionally, data was also confirmed with the respondents (member checking) to avoid misinterpretation.

4. Results and Discussion

4.1. Goat Farming Marketing Management in Bantar Panjang Village

The research findings indicate that the marketing management of goat farming in Bantar Panjang Village still relies heavily on very traditional methods. The majority of farmers sell their goats through local buyers or middlemen who visit the village. **Pritchard, G. A., & Silvani, M. P.** (2018). Additionally some farmers engage in direct sales to individual buyers for specific events such as ceremonies or religious sacrifices. This practice is confined to the local market and has not yet reached broader markets.

The marketing strategy used is mostly based on personal relationships and trust between the farmers and buyers. While this allows for quick transactions, the selling prices of goats are often not optimal, as farmers lack strong bargaining power with middlemen or buyers. **Tan, S. F., & Lau, S. T.** (2014).

Promotional activities for goat farming products are also very limited. There is no use of social media or online marketing platforms that could help expand the market reach. Most farmers have not fully optimized digital marketing opportunities to introduce their products to a wider audience.

Moreover, there is a lack of knowledge about the marketing mix (product, price, place, promotion), which is evident in the marketing practices in this village. Farmers do not have sufficient information regarding market trends, competitive pricing, or how to promote their products more effectively. Therefore, it is crucial for farmers to receive training on modern marketing management, including the use of technology for digital marketing.

4.2. Financial Management of Goat Farming in Bantar Panjang Village

Regarding financial management, the research findings show that most farmers do not apply systematic financial record-keeping. Most farmers only manually record their income and expenses in simple notebooks, without considering aspects such as financial planning or analysis. This results in inefficient financial management and makes it difficult for farmers to calculate profits or plan for business development. **Sharma, R., & Bansal, A.** (2017).

Additionally, many farmers struggle with budgeting for feed, medicine, and livestock care, leading to impulsive decisions regarding feed purchases or livestock treatment without considering long-term financial conditions. Limited capital also becomes a major obstacle in financial management, as farmers often have to rely on personal funds or high-interest loans from middlemen. **Chamberlain, D. W., & Baker, M. A.** (2010).

However, some farmers have attempted to manage their finances more systematically by recording operational costs and revenues in a simple manner, though the results have not been optimal. A better financial record-keeping system would allow farmers to improve their financial planning, identify unnecessary expenditures, and optimize profits from their livestock businesses.

4.3. Challenges Faced by Farmers

In general, farmers in Bantar Panjang Village face several key challenges in marketing management and financial management of their goat farming businesses, including:

- a. A lack of knowledge about effective marketing management, particularly in utilizing technology and digital platforms.
- b. Limited access to broader markets, restricted only to local markets and traditional relationships with middlemen.

- c. Poorly structured financial management, making it difficult to monitor cash flow and make data-driven decisions.
- d. Limited capital that hinders business development and investment in quality feed or more efficient livestock equipment. **Berman, B., & Evans, J. R.** (2013).

4.4. Solutions and Recommendations

To address these challenges, several solutions and recommendations can be implemented, including:

- a. Training and education on marketing management, especially the use of social media and digital platforms to expand marketing networks.
- b. Adopting a better financial record-keeping system, such as using simple financial applications that can help farmers manage their budgets, record transactions, and calculate profits.
- c. Encouraging the formation of stronger farmer groups so they can collaborate on purchasing feed, marketing their products, or accessing larger markets.
- d. Developing partnerships with external entities, such as microfinance institutions, to help farmers access low-interest capital for business expansion. **Soeharno, S.** (2005).

5. Conclusion and Suggestions

5.1. Conclusion

Based on the research results on the Marketing Management and Financial Management of Goat Farming in Bantar Panjang Village, Tigaraksa District, Tangerang Regency, several conclusions can be drawn as follows:

- a. Goat farming marketing management in Bantar Panjang Village still relies on traditional methods that are limited to local markets and personal relationships with middlemen. This leads to suboptimal profits from goat sales. The use of digital marketing technology and more structured marketing strategies has not yet been implemented by most farmers.
- b. Financial management of the goat farming business is also not systematic. Many farmers lack proper financial records, making it difficult for them to manage income, expenses, and plan for long-term business development. This contributes to the difficulty in identifying unnecessary costs and optimizing profits.
- c. The main challenges faced by farmers in Bantar Panjang Village include limited knowledge of modern marketing, inefficient financial management, limited access to broader markets, and financial resources.

5.2. Suggestions

Based on the conclusions above, several recommendations can be made to improve the marketing management and financial management of goat farming businesses in Bantar Panjang Village:

- a. Training and education on marketing management: Farmers need to receive training on more effective marketing strategies, including the use of social media and digital platforms to expand their market. This would open up access to a broader market and increase the competitiveness of their products.
- b. Implementing a better financial record-keeping system: Farmers are encouraged to start using simple financial applications or a more structured manual record-keeping

- system, enabling them to monitor cash flow and plan their business finances more effectively. With proper record-keeping, farmers can identify unnecessary expenses and determine more profitable pricing strategies.
- c. Development of farmer groups: Forming livestock groups or cooperatives can help farmers improve their bargaining power in the market and share resources, such as joint feed purchases or access to credit with lower interest rates. These groups can also serve as a platform for sharing knowledge and experiences in managing livestock businesses.
 - d. Improved access to financing and business capital: The government or microfinance institutions should provide support in the form of low-interest loans or financial training to enable farmers to access capital more easily for developing their goat farming businesses.
 - e. Continuous mentoring: Government bodies or relevant institutions should provide ongoing support to farmers in managing their businesses and marketing. This mentoring can help farmers understand more efficient and modern business management principles.

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