

Characteristics of the Striped Buffalo (Tedong Bonga) Traders in Bolu Market Animal , North Toraja Regency, South Sulawesi Province, Indonesia

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Abstract

This study aimed to determine the characteristics of striped buffalo traders in Bolu Animal Market, North Toraja Regency, South Sulawesi Province. This research was conducted in April-May 2021. The population is all buffalo traders in the Bolu animal market, North Toraja district. The sample is a striped buffalo trader who sells regularly at the Bolu animal market, North Toraja Regency. The data analysis used was descriptive statistics. The results showed that striped buffalo traders had the highest percentage of age at 37-44 years (46.7%), education was in the range of 6-12 years (60%), the number of families was 0-3 people (46.7%), Length of trading 0- 10 years (60%), local traders (33.3%)

Keywords: characteristics, traders, striped buffalo

Introduction

Buffalo cattle are a social symbol for their owners in several tribes in Indonesia, including the Toraja tribe. Buffalo cattle are animals that play a big enough role for the indigenous Toraja people because they are related to the culture and customs of the local community. The slaughter of buffalo carried out by the Toraja tribe with regard to the implementation of traditional ceremonies (Mustafa,2019; Asriany, 2018)

Currently the demand for buffalo in Toraja district shows an increasing trend. This is because most of the Toraja people who migrate and succeed in terms of finances when they die, their bodies will be brought back to Tana Toraja to be buried in the land of their ancestors. Along with this, there is an increasing trend in the number of buffalo being slaughtered at their funeral rituals. In the past, for an aristocrat the number of buffalo needed was enough with two buffaloes as a certain standard (Sapu Randanan), now the number depends on his financial ability, which can be up to hundreds as a form of respect for his dead relatives (Mustafa et al,2019; Saleh et al; 2012)

One of the draws to Tana Toraja is the existence of the Bolu animal market. Bolu Animal Market, Tallunglipu District, North Toraja Regency is one of the markets that has its own characteristics in North Toraja Regency. Bolu Animal Market is also known as Rantepao Animal Market. Buffalo cattle marketing activities take place every Tuesday and Saturday. The marketed livestock consists of local buffalo, buffalo from other regions and pigs. Currently, the existence of the animal market is not only as a source of local income that comes from collecting market fees, but also as a tourist attraction for both domestic and foreign tourists. Therefore, in the Bolu Animal Market, transactions occur between sellers and buyers (consumers). The seller consists of several forms of institutions such as retailers and other forms of traders, therefore it is necessary to know the characteristics of the tedong bonga traders in Bolu animal market, North Toraja Regency.

Research methods

The research was conducted at Bolu Animal Market, North Toraja Regency, South Sulawesi

Province in April to May 2021. The population is all traders involved in the Bolu Animal market. Samples are Tedong Bonga traders who are in the Bolu Animal market, North Toraja Regency and regularly conduct transactions. There were 15 people on the market day in the Bolu Animal Park. Data analysis used was descriptive statistics with presentation.

Result and Discussion

Characteristics of Striped Buffalo Traders at Bolu Animal Market, North Toraja Regency

Characteristics are traits or traits possessed by a person that are displayed through patterns of thought, patterns of attitudes and patterns of action towards their environment. Everyone has different views, goals, needs and abilities from one another. This difference will be carried over

in the world of work, which will cause satisfaction from one person to another, even though they work in the same place (Utami, 2015).

Types of Striped Buffalo traders at Bolu Animal Market, North Toraja Regency

One of the large livestock that has economic value is buffalo (*Bubalus bubalis*). Buffaloes are animals that are quite widely traded around the Tana Toraja area and can be found a very unique type of buffalo and only found in Toraja, namely the striped buffalo. Toraja people call it Tedong Bonga. While the quality of buffalo can be seen from the way the people of Tana Toraja classify buffalo based on the types they know. To find out the types of tedong bonga traders at the Bolu animal market, North Toraja Regency, see Table 1

Table 1. Types of tedong bonga traders at Bolu Animal Market, North Toraja Regency

No	Type of Merchant	Amount	Percentage
1	Retailer	2	13,3
2	Local merchant	5	33,3
3	Retailer and local merchant	1	6,7
4	Retailer/local merchant/inter-county merchant	2	13,3
5	Retailer/local/wholesalers	1	6,7
6	Local merchant/inter-county merchant	3	20
7	Retailer/local/ inter-county merchant / inter-provincial merchant	1	6,7
Total		15	100

Source: Primary data,2021

Table 1 shows that in the Bolu Animal Market there are various economic actors, especially in the marketing sector, taking advantage of opportunities to gain profits by utilizing existing resources, applicable at various levels of traders ranging from wholesalers, small traders, intermediary traders and traders entrusted with or other types of traders. The largest number are local traders, namely traders who take Bonga buffalo from breeders in North Toraja Regency and sell them at the Bolu animal market (33.3 %). These results are in accordance with the research of

Isbandi et al (2017) that the various traders consist of: collector traders, namely traders who diligently visit from one place to another to buy buffalo. It is these collector traders who are the holders of the first line, because they are directly dealing with farmers/traders. The existence of collector traders causes farmers to not always market buffalo directly to final consumers. Farmers as producers are at the beginning of the marketing route, while traders are in the first line. Collector traders as the first chain that deals directly with farmers and the prices they offer are called farm gate prices, which are certainly

lower than retail prices at the final consumer level. However, in practice, collector traders are also willing to buy buffalo from other breeders/traders because the cattle are not sold on market day, but at a lower price, because they have to consider the risk factors they face, such as having to pay maintenance costs and bear other risks such as sick cattl , purchase of drugs, vitamins and even the risk in case of death of livestock.

Age

Age is one indicator that shows the person's physical abilities. People who have an older age physically weaker than the person who is younger. Age a breeder can influence their work productivity in the farm business activities. Age is also closely related to the mindset of farmers in determining management system which will be applied in business activities in farm. To find out the average age of Tedong Bonga traders at the Bolu Animal Market, see table 2.

Table 2. Age of Tedong Bonga traders at Bolu Animal Market, North Toraja Regency, South Sulawesi Province

No	Age (tahun)	Amount	Percentage
1	21-28	1	6,7
2	29-36	1	6,7
3	37-44	7	46,6
4	45-52	4	26,7
5	53-60	2	13,3
Total		15	100

Source: Primary data, 2021

Table 2 shows that the age of the Tedong Bonga trader is a productive age, this is because carrying out activities at the Bolu animal market requires physical strength. This is in accordance with the opinion of Sirajuddin et al (2017) that age affects a person's ability to accept something new or adopt innovation. Age is related to farmers' decision making on the adoption of innovations in a technology, at a productive age breeders will find it easier to implement something new in aspects of life, especially in meeting economic needs. A person's age is an individual characteristic that can affect the

biological and psychological functions of the individual

Education

The level of education is one of the success factors in managing a livestock business, influencing a person's mindset in making decisions and being more receptive to innovation. To find out the education level of Tedong Bonga traders in the Animal Bolu market, see Table 3.

Table 3. Education Level of Tedong Bonga Traders at Bolu Animal Market, North Toraja Regency

No	Education	Amount	Percentage
1	SD	3	20
2	SMP	6	40
3	SMA	5	33,3
4	SARJANA	1	6,7
		15	100

Source : Primary data ,2021

Table 3 shows that the Tedong Bonga traders in the Bolu Animal Market, all of whom have education although at different levels, this is in accordance with the opinion of Sirajuddin et al (2018) which states that a person's level of education will determine success in managing their livestock business, with good education, farmers will have a good mindset, able to quickly adopt information development and technological innovation, especially technology in the field of animal husbandry. The level of education will affect the level of knowledge of farmers, so that with higher education, knowledge will be high as well so that the process of implementing technological innovations is faster, can cause high adoption rates which will ultimately affect farmers in adopting the right technology. in future livestock business activities. This is based on the higher level of education of farmers and the more

developed mindset of the farmers (Bachev et al., 2017). Knowledge is a prerequisite for responsible environmental behavior (Schultz and Zelezny, 1999). The general acceptance of management strategies depends on community knowledge and support for land management policies

Number of Family Members

The number of family members contributes substantially to the livestock business because the main source of labor is active and productive family labor. Conversely, the large number of family dependents, but not contributing positively to livestock business will be a burden for the livestock business. To find out the number of family members of tedong bonga traders at the Bolu Animal market, North Toaraja Regency can be seen in Table 4.

Table 4. Number of family members of Tedong Bonga traders at Bolu Animal Market, North Toraja Regency

No	Family members	Amount	Percentage
1	0-3	7	46,6
2	4-7	6	40
3	8-11	2	13,4
Total		15	100

Source : Primary data ,2021

Table 4 shows that the family members of Tedong Bonga traders at the Bolu Animal Market are the highest in the range of 0-3 people (46.4%), this shows that the tedong bonga traders have the opinion that a large number of family members requires sufficient costs a lot especially in education

Trading Experience

Trading experience is a person's time in selling tedong bonga at the Bolu Animal Market which is calculated in years. To find out the length of trading, see table 5

Table 5. Respondents' length of trade in selling Tedong Bonga at Bolu Animal Market, North Toraja Regency

No	trading experience	amount	Percentage
1	0-10	9	60
2	11-20	4	26,7
3	21-30	0	0
4	31-40	1	6,6

5	41-50	1	6,6
Total		15	100

Source: Primary data, 2021

Table 5 shows that the average trade ranges between 11-20 (60%) the most with 9 people, this shows that the experience of trading tedong bonga is quite long. This is in accordance with the opinion of Ikrar and Aslina (2013), experience in the livestock business can affect the ability to manage a livestock business, with long experience, farmers have better knowledge and understanding of the livestock business they run.

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Conclusion

The characteristics of the tedong bonga traders at the Bolu animal market are mostly local traders (33.3 %), the most at the age level 37-44 (46.6 %), education at the junior high school level (40 %), the number of family members is 0 -3 (46.6 %), trading experience at 0-10 years (60 %)

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