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Characteristics of Buffalo Traders at the Bolu Animal Market, Toraja Regency, Indonesia

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Article History	Abstract
Received: 06 June 2023 Revised: 15 Sept 2023 Accepted: 21 Sept 2023	<p>The Bolu animal market in North Toraja Regency is the largest livestock market in Indonesia and even in Southeast Asia. The purpose of this study was to determine the characteristics of buffalo livestock traders at the Bolu Animal Market, North Toraja Regency, Indonesia. This research was conducted at the Bolu Animal Market, Tallunglipu District, North Toraja Regency, South Sulawesi from December 2022 to January 2023. Research conducted by interview method. The research respondents were 43 buffalo livestock traders who sold on Bolu Animal market days. The results showed the characteristics of buffalo traders, namely the highest age at 39-46 years, the education of traders was highest at the junior high school level, the most trading experience was 9-12 years.</p>
CC License CC-BY-NC-SA 4.0	Keywords: Characteristics, Rice traders, Animal market

1. Introduction

Buffalo can deliver outstanding results to meet long-term animal protein demands. Therefore, it is an emerging area for the buffalo professionals and promoting the socio-economic conditions of farming people by creating employment and increasing household income, particularly for small and marginal farmers. Despite their important role in the economy, buffaloes have usually ignored animals in Bangladesh. Like other developing countries, buffalo production systems differ greatly owe to Bangladesh's climate, soil, and socioeconomic possibilities (Saadullah, 2012). Buffalo can convert coarse feed to meat and milk that resist natural calamities and diseases (Canbolat, 2012). Economic profits from buffaloes depend on their lifetime performances, and these performances could not reach its potential if there is shortage of good husbandry practices and lower amount of feeds (Rahman et al., 2019). Buffalo farming is an important component in the development of the livestock sector to support farming in rural communities. Buffalo (*Bubalus bubalis*) is a type of ruminant livestock that has a special ability to digest low quality food to survive. The existence of these livestock has been united in the socio-cultural life in several regions in Indonesia (Anshar, 2013; Sariat et al., 2010).

Buffalo cattle are a social symbol for their owners in several tribes in Indonesia, including the Toraja tribe. Buffalo cattle are animals that play an important role for the indigenous Toraja people because they are related to the culture and customs of the local community (Rasyid et al., 2023). The Toraja

tribe is one of the community groups that has developed the livestock sector through massive buffalo cultivation, which can be achieved by meeting the community's need for buffalo related to traditional rituals that have been carried out for generations (Kusnadi et al., 2006; Talib, 2008)

The number of buffalo slaughtering for the purposes of traditional ceremonies is approximately 13,000 head per year (Mustafa,et al., 2019; Saleh et al., 2012). Currently, the demand for buffalo in Toraja district shows an increasing trend. This is because most of the Toraja people who migrate and are successful in terms of finances when they die, their bodies will be brought back to Tana Toraja to be buried in their ancestral homeland. 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; Sariubang et al., 2008).

The marketing actors in Bolu Animal Market are commonly called as sellers, traders or overseers (Pa'pasipatu). A seller is a person who sells buffalo in the market, a trader is a person who looks for buffalo cattle outside the area and brings it to the market to be handed over to the seller and the supervisor (Pa'pasipatu) is the person who knows the price of buffalo cattle based on their characteristics(Sirajuddin et al., 2023). Due to the large number of trade transactions at the Bolu Animal Market, it is necessary to know the characteristics of buffalo traders at the Bolu animal market, North Toraja district.

2. Materials And Methods

This research was conducted from December 2022 to August 2023 in the Bolu animal market area, North Toraja Regency, South Sulawesi Province. The population in this study were all buffalo traders in the Bolu market in South Sulawesi Province. The sample is a buffalo striped trader who offers in the Bolu Animal Market, Tana Toraja Regency. Sources of data are primary data obtained from interviews and secondary data from related offices. The information investigation utilized is descriptive quantitative.

3. Results and Discussion

Age

The age factor can affect one's work productivity. Age has a relationship with physical health such as strength or energy at work and spiritual health such as one's thinking patterns or knowledge. One's ability to complete a job well and actively can be seen one of them from the age factor. The age of the respondents at the North Toraja Regency Bolu Animal Market can be seen in the table 1.

Table 1: Age of respondents at the Bolu Animal Market, North Toraja Regency

age(year)	amount (people)	Percentage (%)
15-22	5	12
23-30	6	14
31-38	9	21
39-46	12	27
47-54	6	14
55-60	5	12
Total	43	100

Source: Primary data is processed, 2023

Based on Table 1, the ages of the respondents who sell buffalo livestock at the Bolu Animal Market, North Toraja Regency, all belong to the productive age, namely the age range of 15-64 years. Population of that age is considered capable of producing goods and services in the production process. The productive age population is considered as part of the population that participates in ongoing employment activities. They are considered capable in the employment process and have the burden of bearing the lives of residents who fall into the category of unproductive and non-productive residents. According to Ukkas (2017), generally an entrepreneur is 15-50 years old. Starting a business beyond this age can be possible for someone who lacks experience or moves too late.

Adawiyah et al. (2017) states, after reaching the age of 55 or 60 years, the ability to learn and experience decreases. This means that age affects the competence and performance of breeders

Traders (respondents) who carry out trading activities at the Bolu animal market are of productive age because this trading activity requires a strong physique. This condition occurs because at this productive age a person has excellent health at work so that selling buffaloes can provide maximum results. This is in accordance with the opinion of Aprilyanti (2017) which states that one of the factors that has an analysis of worker productivity is the age factor. Ages that are still in their productive period usually have a higher level of productivity than workers who are old so that they are physically weak and limited.

The age factor affects work, physical, innovativeness, adoption and is more dynamic because it can be used for the development of a buffalo business, this is in accordance with the opinion (Rasyid et al., 2023) which states that a person's age can optimize all things that affect perceptions such as experience, learning process and knowledge. Productive age is the age where a person can optimize all things that affect perception such as experience, learning process and knowledge. This is in accordance with the view (Sirajuddin et al., 2023) which explains that a person's work productivity will increase with age and then decrease again with increasing age. In addition, it is said that an entrepreneur can affect labor productivity, because age is closely related to work capacity and way of thinking that determines the management model applied in the business.

Education

Development of human resources can be through education. Someone who follows an education will affect the welfare of his life. Education can add insight and knowledge so as to create innovation and technology. This can increase the work or effort undertaken. According to Arifah (2008), an adequate level of education is important for entrepreneurs, especially in maintaining business continuity and overcoming the problems they face. The education level of respondents at the North Toraja Regency Bolu Animal Market can be seen in Table 2.

Table 2: Education level of respondents at the Bolu Animal Market, North Toraja Regency

Education	Amount (People)	Percentage (%)
Elementary School	1	2
Junior High School/ Equivalent	20	47
Senior high school/equivalent	19	44
Undergraduate	3	7
Amount	43	100

Source: Primary data 2023

Based on Table 2 it can be seen that the educational level of the respondents to the Bolu Animal Market in North Toraja Regency varies. The most completed educational background by respondents at the Bolu Animal Market, North Toraja Regency was junior high school/equivalent level, namely 20 people (47%). This condition indicates that the education level of the respondents is still relatively low because most of the respondents only learn from their experiences in raising and trading buffalo livestock. Efforts that can be made is to improve the quality of respondents through outreach from the government. This is in accordance with the opinion of Hwang et al. (2000) which states that the low performance of a worker is allegedly due to a low level of education. The low level of education of the workforce can be proven by the last formal education the workforce has attained. According to Asriany (2012) education is one of the factors that support the success of small-scale businesses, with the assumption that the higher the level of education, the better the knowledge in managing the business and maintaining business continuity and overcoming the problems faced.

Total Ownership of Buffalo Livestock

The number of buffaloes kept by a breeder/trader can be influenced by production factors (land, capital and labor). The more livestock kept, the more factors of production needed. The number of buffalo livestock owned by respondents at the Bolu Animal Market, North Toraja Regency can be seen in Table 3.

Table 3: Total ownership of buffalo livestock at the Bolu Animal Market, North Toraja Regency

Number of Buffalo (tail)	Jumlah (people)	Percentage (%)
1-5	16	37
6-10	17	40
11-15	2	5
16-20	6	14
21-25	1	2
26-30	1	2
Jumlah	43	100

Source: Primary data 2023

Based on Table 3 regarding the ownership of buffalo livestock by respondents at the Bolu Animal Market, North Toraja Regency, it can be seen that the number of buffalo livestock the respondents varied in, the highest buffalo livestock ownership was in the range of 6-10 heads, so it can be stated that respondents are still trading on a small scale which is categorized as livestock people.

Trading Experience

Experience or length of trading is an important factor in the productivity of traders. Trading experience can be seen from the length of time a person has been trading and each respondent has different experiences. The process of learning and development experienced by someone who can be found from formal and non-formal education can be referred to as experience. A worker who has a lot of experience will get the ability to be trained and skilled at work. This can make a person have better productivity in the future. Respondents' trading experiences at the Bolu Animal Market, North Toraja Regency can be seen in Table 4.

Table 4: Respondents' trading experiences at the Bolu Animal Market, North Toraja Regency

Trading Experience (year)	Amount (people)	Percentage (%)
1-4	7	16
5-8	9	21
9-12	17	40
13-16	4	9
17-20	5	12
21-25	1	2
Jumlah	43	100

Source: Primary Data that has been processed, 2023.

Based on Table 4, it can be seen that respondents at the Bolu Animal Market, North Toraja Regency, had the highest percentage of trading experience in the range of 9-12 years with 17 respondents (40%). This shows that respondents at the Bolu Animal Market, North Toraja Regency have have experience trading buffalo livestock for quite a long time so from this experience you can learn to increase sales of buffalo livestock. This is in accordance with the opinion of Aprilyanti (2017) which states that work experience is the time used by a person to acquire knowledge, skills, and attitudes according to the frequency and type of duties.

4. Conclusion

The characteristics of buffalo traders, namely the highest age at 39-46 years, the education of traders was highest at the junior high school level, the most trading experience was 9-12 years.

Conflict of interest:

The authors declare no conflict of interest.

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