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Transaction Cost Structure on Agribusiness System of Cassava in Lampung Province

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Abstract

The high transaction costs often make the production process in cassava farming inefficient that the income received is not optimal. Transaction costs directly reduce the income of the farmers, especially at the long harvest time and the risk of high price on cassava farming. Transaction costs are difficult to avoid, that it causes the economic pressure for the farmers due to the large surplus transfer from farmers to other parties. The research objective is to find out how much the transaction cost structure is which occurs in the process of cassava farming in Lampung Province. The research method used is a deep interview method for each interview activity. The analytical tool used in this study is transaction cost analysis. The population of Cluster I which located in Terusan Nunyai Sub district in this study were 854 farmers consisting of 473 cassava farmers in Bandar Agung Village, and 381 cassava farmers in Bandar Sakti Village. Mean while, the population of Cluster II which located in Rumbia District is 1.712 farmers consisting of 951 cassava farmers in Ruki Basuki Village, and 761 cassava farmers in Bina Karya Putra Village. The sampling technique was obtained by doing the simple random sampling method. The number of samples at the study in Central Lampung Regency was 271 people. From the transaction cost structure research, it could be concluded that there are 2 (two) transaction fee structure scenarios in the cassava agribusiness system with an average farm size of 0,95 hectares, namely (a) transaction cost structure with farm financing of Rp. 795.525,44 and (b) transaction costs structure without farm financing of Rp. 625.222,68. The largest transaction costs for businesses was Rp. 431.134,88 (54,19%) higher than transaction costs on financing (21,41%) and cassava selling (24,40%).

This happens because farmers have to do farming planning, supplying farming inputs, and doing farm operations. One of the biggest components in transaction costs in the supply of cassava farming inputs is lost farmer income.

Keywords: agribusiness, cassava, cost, input, transaction, output

Estructura De Costos De Transacción En El Sistema De Agronegocios De Yuca En La Provincia De Lampung

Resumen
Los altos costos de transacción a menudo hacen que el proceso de producción en el cultivo de yuca sea ineficiente y que el ingreso recibido no sea óptimo. Los costos de transacción reducen directamente los ingresos de los agricultores, especialmente en el largo tiempo de cosecha y el riesgo de altos precios en el cultivo de yuca. Los costos de transacción son difíciles de evitar, ya que causa la presión económica para los agricultores debido a la gran transferencia de excedentes de los agricultores a otras partes. El objetivo de la investigación es averiguar cuánto es la estructura del costo de transacción que ocurre en el proceso de cultivo de yuca en la provincia de Lampung. El método de investigación utilizado es un método de entrevista profunda para cada actividad de entrevista. La herramienta analítica utilizada en este estudio es el análisis de costos de transacción. La población del Grupo I que se ubicó en el subdistrito de Terusan Nunyai en este estudio fue de 854 agricultores que consta de 473 agricultores de yuca en la aldea de Bandar Agung y 381 agricultores de yuca en la aldea de Bandar Sakti. Mientras tanto, la población del Cluster II que se encuentra en el distrito de Rumbia es de 1.712 agricultores que consta de 951 agricultores de yuca en la aldea de Ruki Basuki y 761 agricultores de yuca en la aldea de Bina Karya Putra. La técnica de muestreo se obtuvo mediante el método de muestreo aleatorio simple. El número de muestras en el estudio en Central Lampung Regency fue de 271 personas. A partir de la investigación de la estructura de costos de transacción, se podría concluir que hay 2 (dos) escenarios de estructura de tarifas de transacción en el sistema de agronegocios de yuca con un tamaño promedio de finca de 0,95 hectáreas, a saber (a) estructura de costo de transacción con financiamiento agrícola de Rp . 795.525,44 y (b) estructura de costos de transacción sin financiamiento agrícola de Rp. 625.222,68. Los mayores costos de transacción para las

empresas fueron Rp. 431.134,88 (54,19%) más que los costos de transacción en financiamiento (21,41%) y venta de yuca (24,40%). Esto sucede porque los agricultores tienen que planificar la agricultura, suministrar insumos agrícolas y realizar operaciones agrícolas. Uno de los componentes más importantes en los costos de transacción en el suministro de insumos agrícolas de yuca es la pérdida de ingresos de los agricultores.

Palabras clave: agronegocios, yuca, costo, insumo, transacción, producto.

INTRODUCTION

The supply and demand approach can only determine the price ranges and the quantities, not the price levels, and the unique amount. An institutional economic approach such as a set of rules that govern the participants in their interests in the price and quantity of goods traded will be needed. In this case, the price level and the unique amount is determined by non economic factors such as the strength and skills in negotiating between farmers and the factory. In order to measure the efficiency of institutional design which can be seen from its transaction costs, as the higher the transaction costs incurred in economic activities, it will show the institutional inefficiency that has been designed (Yustika, 2012).

Institutional, in the sense of organization is an economic activity which is coordinated not only by market mechanism but also through administrative mechanism or as known as command (Zakaria, 1999). This means the formation of an internal organization that brings the cassava farmers and tapioca industry entrepreneurs in one management together is one of the efforts to reduce the high transaction costs in the transaction process between cassava farmers and manufacturers according to the opinion of Williamson (1975).

In economic activities, transaction costs are difficult to avoid, that it causes an economic pressure for farmers due to a large surplus transfer from farmers to other parties. Transaction costs will directly reduce farmers' income. Although it is difficult to avoid, transaction costs need to be reduced to an efficient level so that the benefits received can be maximized more (Anggraeni et al., 2014). Then, the transaction costs can be a factor in affecting farm profits, said by Martins et al., (2010) because this give rise to an uncertainty conditions. This condition will bring up a cost called as the cost of uncertainty. Except from macro scale businesses, uncertainty conditions also always occur in micro businesses, one of which is farming. (Sultan and Rachmina, 2015).

Martins et al., (2010) states that transaction costs can be a factor that affects profits because the transaction costs indicate the absence of concentration of activities at one point (agglomeration). This results a market failure and also a decreasea very low level of business profits. It will also can affect the input market and output market which have an impact on very high transaction costs (Matungul et al., 2006).In line with Sultan and Rachmina (2015), which states that some activities are expected to cause transaction costs in the procurement of financing, and the procurement of input and output selling activities. Therefore, when exchanging costs, these costs need to be identified whether they meet the criteria as transaction costs or not (Hardt, 2009). If transaction costs are too high, then the trade will not occur and the economy becomes stagnant, therefore the challenge of economic development is to reduce transaction costs when doing a complex trading (Yustika, 2012).

Transaction costs are costs that do not exist in the price of goods/ services incurred in the trade of goods/ services. These transaction costs occur because of the imperfect information and limitations in processing that information (Baye, 2010). Thus, every economic actor will always face incomplete information or informational uncertainty (Dietrich, 1994). Transaction costs are categorized as costs incurred outside or aside from production costs. The existence of these costs will increase the total costs incurred in a business. The high costs incurred by business actors due to transaction costs will resulting differences in prices received by consumers and prices received by producers (Sultan and Rachmina, 2015).

Difficulties in identification will reduce the profits received by business actors because they unconsciously spent some other costs beyond production costs that are not considered and not previously allocated by them. D'Hondt (2008) said that low transaction costs will automatically increase profits, which in this case means that an increase in transaction costs will reduce the level of profits, therefore transaction costs will ultimately resulting the occurrence of inefficiency profits that will be received by businesses or manufacturer. Transaction costs cannot be eliminated but can be minimized. Minimizing transaction costs is not a goal but a process to achieve broader goals, namely community welfare (Zulkarnain and Mangiring, 2017). Although it is difficult to avoid, transaction costs need to be reduced to an efficient level, so that the benefits received can be maximized. In other words, transaction costs arise because of ownership transfers (Yustika, 2012).

Transaction costs are costs caused by transactions on land, labor, capital and entrepreneurial skills to physically move inputs into outputs (Yustika, 2007). The costs contained in the transaction costs become something that is considered normal, therefore all forms of fraud and activities are common in the business process for achieving common goals (Zulkarnain and Mangiring, 2017). So that increasing farmers 'income is the main key to improving farmers' welfare. Income increases, among others, are pursued through increasing farming productivity and cropping intensity accompanied by increased farmer access to efficient input and output markets (Zakaria, 1999). So that the costs obtained in the field as transaction costs are costs that arise in order to happen exchange (Williamson, 2010). Terusan Nunyai and Rumbia District are agricultural areas where the majority of farmers cultivate cassava as the main commodity. In addition, these areas are not too far from the tapioca factory. The close distance between farming and tapioca factories will increase the motivation of farmers to continue doing cassava cultivation with market guarantees. The existence of tapioca stalls and factories in the area, facilitates farmers in accommodating cassava harvest. However, cassava farmers in the area have not paid attention yet to transaction costs in all of their farming activities. Berge et al. (2015) suggested that the low level of farmers' awareness of transaction costs, resulting in the difficulty of farmers to distinguish or classify the costs to be incurred. The difficulty in classifying will reduce the income that will be received by farmers because they unconsciously spent other costs outside of production costs that are not considered and not previously allocated. Based on the description above, it can be formulated, How much are the transaction costs incurred in the process of cassava farming in Lampung Province?

RESEARCH METHODOLOGY

Research locations. The research locations were carried out in Bandar Agung and Bandar Sakti Village,Terusan Nunyai District, and Bina Karya Putra and Ruki Basuki Village, Rumbia District. The reasons for determining the location are based on following considerations: (1) Terusan Nunyai and Rumbia District are one of the centers of cassava production in Lampung Province, (2) Bandar Agung and Bandar Sakti Village located in Terusan Nunyai Sub district are sub-district where farmers are farmers selling cassava plants to PT. ABC, Central Lampung Regency, then will be called as Cluster I, (3) Ruki Basuki and Bina Karya Putra Village located in Rumbia District are villages where farmers sell cassava plants to PT.

XYZ, Central Lampung Regency, then will be called as Cluster II.

Methods, Data Types and Data Collection Techniques. In this study, the method used is the deep interview method in each activity of the interview with respondents. The deep interview method is used to explore every activity that allows the transaction costs to be included (Sultan and Rachmina, 2015). Besides, the deep interview is the process of obtaining information for research purposes by questioning and answering face to face between the interviewer and the respondent or interviewee, with or without using interview guides where the interviewer and the informant are involved in social life for a relatively long time (Sutopo, 2006). The analytical tool in this study is transaction cost analysis. The types of data consisting of primary and secondary data. Primary data is data obtained from interviews or direct observations on cassava farmers in Terusan Nunyai and Rumbia District, Central Lampung Regency. Secondary data is data obtained from documents owned by related institutions/agencies, reports, publications and other literature relating to this research. Data collection techniques used research instruments including interviews, observation (direct observation), documentation, and questionnaires.

Population and Sampling Techniques. Cluster I population located in Terusan Nunyai Sub-district in this study were 854 farmers consisting of 473 cassava farmers in Bandar Agung Village and 381 cassava farmers in Bandar Sakti Village. While the population of Cluster II located in Rumbia District were 1.712 farmers consisting of 951 cassava farmers in Ruki Basuki Village and 761 cassava farmers in Bina Karya Putra Village. The sampling technique was obtained based on calculations with a simple random sampling method, then proportional forthe sample (Sugiarto et al., 2003). The number of samples can be seen in Table 1.

Table 1. Number of samples at the research location in Central Lampung Regency

No.	Tapioca Factory	Cluster	Sub district	Village	Population (Farmers)	Sample Amount (Farmers)
1	PT. ABC	I	Terusan Nyunyai	Bandar Agung	473	66
				Bandar Sakti	381	64
2	PT. XYZ	II	Rumbia	Rukti Basuki	951	71
				Bina Karya Putra	761	70
Total						**271**

Source: BP4K Kab. Central Lampung, 2018

Data analysis. Analysis below is the analysis of transaction cost structure in cassava farming. Transaction costs faced by farmers are not always the

same. The difference is caused by social conditions, property right, and market conditions faced by farmers creating different transaction costs (Saidah, 2018). Therefore, it is important to distinguish between transaction costs attribute (Petersen et al., 2019) in each condition. Calculation of transaction costs (North and Thomas, 1973; Sultan and Rachmina, 2015; Zulfiandri et al., 2017; Zulkarnain and Mangiring, 2017) as follows:

$$TrC_j = \sum Z_{ij}$$

Information

TrC_j = Total Transaction Cost..... (Rp.)

Z_{ij} = Transaction Cost Components..... (Rp.)

-Transaction costs for cassava farming financing..... (Rp.)

-Transaction costs for procurement of cassava farming inputs..... (Rp.)

-Transaction costs on sellingof cassava farming output..... (Rp.)

RESULTS AND DISCUSSION

Transaction cost structure. Transaction cost theory comes from a new economic institutional approach and focusing on institutional governance. According to Williamson (1986), transaction cost economics differs from neoclassical economics. Neoclassical economics considers that economic activity does not experience significant obstacles because it has perfect information. The real situation is that in every process of economic exchange such as in buying and selling (economic exchange), there are obstacles that can be called as transaction costs. The relationship between transaction costs with institutions has a strategic meaning as an indicator of the level of institutional efficiency. Indicators of institutional efficiency are observed from the high and low transaction costs arising from economic transaction activities. The lower transaction costs show efficient institutions, and vice versa (Yeager, 1999). Transaction costs can be defined as the costs incurred in order to search for information, to coordinate, to make contracts, and to enforce it (law enforcement). Transaction costs appear to have various forms, which are almost always caused by uncertainty and asymmetric information (Rahman, 2011). Significant transaction costs can reduce the efficiency and have a negative impact on the success of a business (Bourguignon et al., 2019).

The structure of transaction costs in this study can be divided into three, namely transaction costs in financing cassava farming, transaction costs in procuring cassava farming inputs, and transaction costs in selling cassava farming output.

Transaction Costs on Cassava Farming Financing. Transaction costs in cassava farming financing consist of information costs, negotiation fees,

coordination costs, implementation costs and monitoring costs. Mathematically, transaction costs for farm financing can be seen in Table 2.

Table 2. Transaction Costs on Cassava Farming Financing in Lampung Province

Component		Unit	Amount	Percentage (%)
1	Information costs			
	a. The cost of finding a capital loan destination	Rp.	5.560,67	3,27
	b. The cost of discussing loan procedures	Rp.	8.656,25	5,08
	c. Transportation cost	Rp.	5.201,79	3,05
	Sub Total	**Rp.**	**19.418,70**	**11,40**
2	Implementation costs			
	a. The cost of arranging investment loan documents	Rp.	2.548,21	1,50
	b. Cost of leaving work	Rp.	61.666,67	36,21
	Sub Total	**Rp.**	**64.214,88**	**37,71**
3	Monitoring costs			
	a. Costs of laborers taking care of lending capital	Rp.	41.250,00	24,22
	b. Disbursement cost	Rp.	8.825,00	5,18
	Sub Total	**Rp.**	**50.075,00**	**29,40**
4	Coordination costs			
	a. Transportation cost	Rp.	6.580,56	3,86
	b. Communication cost	Rp.	3.809,00	2,24
	c. Meeting cost	Rp.	4.246,29	2,49
	Sub Total	**Rp.**	**14.635,85**	**8,59**
5	Contract Enforcement Costs			
	a. Stamp cost	Rp.	19.476,19	11,44
	b. Administration cost	Rp.	2.482,14	1,46
	Sub Total	**Rp.**	**21.958,33**	**12,89**
Total Cost of Cassava Farm Financing Transaction		**Rp.**	**170.302,76**	**100**

Source: Primary Data (processed), 2019

Based on table 2, it shows that the components of farm financing transaction costs consist of information costs, implementation costs, monitoring costs, coordination costs, and contract enforcement costs. The costs that have been incurred are the implementation costs which consist of the costs of arranging capital loan documents and the cost of leaving work. While the costs are a bit of expenditure is the cost of coordination consisting of transportation costs, communication costs, and meeting costs. Based on table 2, transaction costs of cassava farming financing can be described as follows:

Information cost. The next component of transaction costs for farm financing is information costs that consist of the cost of finding the purpose of a capital loan, the cost of discussing loan procedures, and transportation costs. The cost of information is related to the incomplete information in a situation where all parties conducting transactions facing the same level of information but are incomplete. As a result, this lack of information raises

additional transaction costs (Rahman, 2011). The importance of transaction costs stated by North (1990), that the cost of seeking information is the key of transaction costs, which consists of the cost of carrying out the measurement of the attributes exchanged and the costs of protecting property rights and enforcing agreements. So that one party is very likely to have more information, than the other party. Then, this is what causes transaction costs (Setyanti, 2016). In financing farming, there is an information cost of Rp. 19.418,70, with a percentage of 11,40%. North (1990) stated that the cost of finding information is the key of transaction costs where one of the information costs is the cost of finding a capital loan destination of Rp. 5.560,67, with a percentage of 3,27%. Farmers need some information about the purpose of farm capital loans from several people who have already received the loan. This information can be obtained by farmers by communicating/ calling directly from sources/ providers of information. To find the purpose of the loan, cassava farmers buy credit using a telkomsel card (As and Simpati) with the average time needed is 4,08 minutes.

To discuss loan procedures, cassava farmers used to come to homes/ food stalls/ banks/ other places to conduct discussions to discuss about loan procedures. During the meeting, the cost of discussing the loan procedure was Rp. 8.665,25 with a percentage of 5,08%. Types of costs incurred by cassava farmers for eating and drinking in the form of (1) drinks, such as tea/ coffee with an average amount of 1 glass/cup; (2) snacks, in the form of cakes/ snacks with an average number of 2 pieces. Information transaction costs arise because of the imperfect information and limitations in processing the information (Baye, 2010). The conditions at the research location indicate that to get a capital loan from financial institutions both formal (bank) and informal (edet/ driver/ farmer), farmers must go through a procedure. The discussion concerning on what procedures must be carried out by farmers to get a capital loan. When they are going to meet, farmers incur transportation costs to the destination of the capital owner/ lender that far enough by using motorcycle. The amount of transportation costs for fuel in the form of gasoline (Premium and Pertalite) is Rp. 5.201,79, with a percentage of 3,05%.

Implementation cost. Implementation costs incurred is in the form of costs of managing capital loan documents and the cost of leaving work. From the two implementation costs, the cost of leaving work that cost the biggest cost is Rp. 61.666,67, with a percentage of 36,21%. The cost of leaving work takes form of a conversion from the time spent from managing loan

conditions. Farmers need time to take care of the lending conditions so that there will be transaction costs that are calculated from how much the daily labor wage and how many the number of days used to take care of lending requirements. Next, the next implementation fee, namely the cost of arranging documents for borrowing capital of Rp. 2.548,21, with a percentage of 1,50%. The cost of managing business capital loan documents issued such as a photocopy of KTP (Identity Card), photocopy of family card and photocopy of RU (Farm Design). In line with Sultan and Rachmani (2015), this document is a requirement that must be completed to get a capital loan from non formal financing. Whereas for formal financing institutions such as banks, photocopies of land ownership certificates are needed.

Monitoring cost. In farming capital lending, the next component of transaction costs is the monitoring cost of Rp. 41.250,00, with a percentage of 24,22%. These costs are in the form of costs incurred by farmers to pay laborers who work to complete the management of capital loan documents. This is because most farmers do not have time to complete the documents as a requirement for capital lending and procedures that are so complicated, and farmers do not really understand about capital lending. Then, there is the cost of funds disbursement of Rp. 8.825,00, with a percentage of 5,18%, where the cost of disbursing funds consists of communication and transportation costs. Costs incurred in the form of credit purchases to call the owners of capital or who provide loans is using telkomsel cards (As) and the average length of calling is 3.3 minutes. When the owner of the capital or the place of the lender cannot be contacted, the farmers should come to the place using motorcycles. Generally, the destination of the capital owner or lender is quite far, so farmers use motorcycle with fuel in the form of gasoline (Premium and Pertalite).

Coordination Cost. According to Moekijat (1994), coordination is an alignment of interdependent activities of individuals, groups or organizations carried out regularly in order to achieve common goals. Effective coordination has conditions, one of which is through effective communication and the continuous exchange of information so differences between individuals could be overcome and will bring changes to policies and programs in the future. Coordination through consensus can be a motivation for mutual interests that need each other or helping through ideas. Besides, coordination through work guidelines concerning duties, authority, and work procedures so that there is a unity of motion and unity of action which contained in the instructions or guidelines (Akmal, 2006). Accord-

ing to (Arifin, 2006), the cost of coordination to run a group as a solid organization or institution is not cheap, that this can be found anywhere in accordance with the place of institutional or organizational existence. Coordination costs are carried out with the aim of adjusting agreements between each business actor involved (Williamson, 1989).

Coordination costs are still dominated by transportation costs of Rp. 6.580,56, with a percentage of 3,86% of the total transaction costs of Rp. 170.302,76. Transportation costs are needed in the form of purchasing fuel (premium/ pertalite/ pertamax) of 0,7 liters to the destination of the capital owner/ lender. According to Utomo (2010 in Setiani, 2015), transportation is the movement of passengers or people from a place to another place or destination needed. The transportation that is used by farmers when heading to the place of the owner of the fund/ capital lender is a motorcycle. Farmers who borrow capital reside is farmers in areas that are a little far from where the capital owner/investor.

In carrying out the financing of cassava farming, there are meeting costs. Meeting costs are a part that cannot be abandoned, so meeting costs are used to facilitate the process of disbursing funds or capital loan. Meetings conducted by farmers can be done by edet/driver/farmer and the Bank in the place of borrowing. The meeting is an opportunity that cannot be ignored by farmers to consult about the lack of loan conditions and ways of disbursing loan funds. The amount of the meeting fee at the time of the coordination was Rp.4.246,29, with a percentage of 2,49% of the total transaction costs Rp. 170.302,76. In the meeting, there were costs incurred by farmers while heading to or being at the loan to buy 2-3 cigarettes (clasmild, solar 16, Apache, Filter, Mild) and 1-2 bottles of drinks (mineral water), thereby will increase costs transaction.

In expediting coordination, communication costs are needed. Communication aims to bring people who have goals together (Mulyana, 2005). The communication costs needed is in the form of the cost of a call and the cost of a short message (SMS), which is often used by farmers to facilitate them obtaining information. These communication costs are the least incurred during coordination. Communication costs incurred at the time they are going to borrow capital is made by texting or calling in advance so that farmers spend money to purchase its credits. Communication costs incurred by farmers in coordination was Rp. 3.809,00 with a percentage of 2,24%. In communicating via cellphone (mobile phone), the farmer takes 3,87 minutes to call and 1-2 times to text using an As/Simpati/ im3 card.

Contract enforcement cost. The other transaction costs of cassava farming

financing are in the form of contract enforcement costs, such as administration fees and stamp duty. Stamp duty and photocopies of agreement documents are also contract enforcement costs for capital loans (Sultan and Rachmina, 2015). Of the two contract enforcement costs, the highest stamp duty cost Rp. 1.476,19 with a percentage of 11,44%. Stamp duty used by farmers to make a letter of agreement or contract is averaged at 2-6 stamps with details of 1-2 stamps used for lending to edet/ driver/ farmer and 6 stamps for lending to BRI.

In addition, another component of coordination costs is administrative costs. The administrative costs are related to the document agreement or contract. The amount of administrative costs incurred in the form of a photocopy of the agreement letter or a contract for the capital loan of farm was Rp. 2.482,14 with a percentage of 1,46% of the total transaction costs Rp. 170.302,76. The purpose of the agreement or contract is to make the farmers and lending parties feel secure so that all parties are bound by the agreed terms.

Transaction Costs on Cassava Farms. The transaction costs of cassava farming consists of farm planning costs, the cost of procurement of farming inputs, and the cost of farming operations. Mathematically, transaction costs for cassava farming can be seen in Table 3.

Table 3. Transaction Costs for Cassava Farming in Lampung Province

Component		Unit	Amount	Percentage (%)
A.	Farm Planning Costs			
1	Coordination cost	Rp.	141.624,17	32,85
2	Information cost	Rp.	36.488,57	8,46
	Sub Total	**Rp.**	**178.112,74**	**41,31**
B	Costs for Procurement of Farming Inputs			
1	Information cost	Rp.	24.401,31	5,66
2	Coordination cost	Rp.	97.131,66	22,53
3	Negotiation cost	Rp.	80.326,12	18,63
4	Monitoring cost	Rp.	23.652,32	5,49
	Sub Total	**Rp.**	**225.511,41**	**52,31**
C	Farm Implementation Costs			
1	Monitoring cost	Rp.	13.675,41	3,17
2	Transportation cost	Rp.	13.835,31	3,21
	Sub Total	**Rp.**	**27.510,72**	**6,38**
	Total Transaction Cost	**Rp.**	**431.134,88**	**100**

Source: Primary Data (processed), 2019

Based on Table 3, it shows that the transaction cost component in cassava farming consists of farm planning costs, procurement costs of farming inputs, and farm implementation costs. Costs that spent a lot of expenses are input procurement costs consisting of information costs, coordination costs, negotiating costs and monitoring costs. While the costs are less of

expenses is the cost of conducting farming which consists of monitoring costs and transportation costs. Based on table 3, transaction costs for cassava farming can be described as follows:

a. Farm Planning Costs

Coordination Cost. Coordination costs are costs that are incurred a lot by farmers during farming planning. Coordination costs incurred in the form of group fees, communication costs, meeting costs, transportation costs, and lost income costs. Coordination costs that is most expenses are lost income costs of Rp. 66.641,52, with a percentage of 15,46%. Before conducting farm planning, farmers' members of farmer groups conduct meetings to facilitate input or factors of production. Farmers are often constrained by fertilizer and cassava selling prices so farmers coordinate each other to find solutions. In addition, farmers also discuss government programs that can support their farming. The meeting was held 2 (two) times before the planting season and farming process. The meeting is held during the day or night which is packaged in the form of recitation or social gathering, where meetings are often held during the daytime that makes farmers willing to leave the job.

Besides the lost income costs, there are several costs that must be incurred by farmers such as group fees, communication costs, meeting fees and transportation costs. The amount of group fee was Rp. 59.357,04 with a percentage of 13,77% which is held at every meeting before the planting season which purpose is to help farmers in solving urgent financial problems. In addition, group fees can be used as group operations such as consumption at meetings, but there are farmer groups who do not support this. It is difficult to gather farmers, so the group leader took the initiative to package the meeting in the form of social gathering or recitation. Farmer group meetings can be packaged in the form of community group actions such as social gathering, yasinan and mutual cooperation (Arifin, 2006). The purpose of farmer group meetings is to exchange information, so as to impart knowledge and to add information that can be used as a decision making by farmers' groups. Kakansing (2009 in Rintjap, 2015) stated that farmers basically carry out activities to meet their basic needs.

Every information delivered by the head of the farmers' group relating to the meeting and others uses communication directly or indirectly, and farmers often respond to information that the group leader conveys via telephone (call or text). Communication costs incurred by farmers to respond to these matters amounted to Rp.4.145,70 with a percentage of

0,96%. After the farmers get the information, there will be a meeting, and farmers begin to allocate their time to attend the meeting. Some farmers who live far from the meeting place have to use a motorcycle. The types of fuel used for motorcycle are Premium, Pertalite and Pertamax that the amount of transportation costs used by farmers was Rp. 8.050,47 with a percentage of 1,87%.

Information Cost. The component of transaction costs in farm planning is information costs consisting of communication costs, consumption costs and transportation costs. The cost of information can be a preliminary information before the activity carried out, but is limited to seeking certainty (Suciatia et al., 2014). Information costs incurred in the form of finding information about the leased land that will be used to plant cassava. In the searching process, farmers try to contact or call potential landowners or non-landowners to find out the locations of the land that will be rented. Costs incurred in the form of communication costs are for phone calls or text. The amount of communication costs was Rp. 14.939,67, with a percentage of 3,47% of the total transaction costs of cassava business Rp. 431.134,88. This communication costs are the biggest costs of information costs, where farmers rely on phone call. When the farmer gets information of the place of cassava land, the farmer uses a motorcycle to see the location of the land where the information has been obtained before. The types of fuel used by farmers are in the form of Premium, Pertamax, and Pertalite with the amount of the cost of Rp. 13.232,76, with a percentage of 3,07%. When searching for land, farmers incur consumption costs in the form of cigarettes with a large consumption cost of Rp. 8.316,15 with a percentage of 1,93%. Farmers spend cigarettes on the way to find land to rent with an average of 9-12 cigarettes of apache, clasmild and solar types.

b. Costs for Procurement of Farming Inputs

Information Cost. The component of transaction costs for procurement of inputs in cassava farming is information costs consisting of communication costs, transportation costs and consumption costs. The information costs incurred by farmers in the supply of cassava farming inputs are costs for looking for seed information, costs for looking for fertilizer information, costs for looking for pesticide information and information costs for finding workers outside the family. Information costs connected to the incomplete information that is resulting in the additional transaction costs (Rahman, 2011), so that there is one party that is very likely to have more information than the other party. In procuring cassava farming inputs, there

is an information fee of Rp. 24.401,31 with the percentage of 18,85%. North (1990) states that the cost of finding information is the key of transaction costs. One of the costs of information is the communication fee of Rp. 3.436,76 with a percentage of 2,56%. Farmers need some information about the sale of production facilities such as seeds, fertilizers, pesticides and non-family labors. The purpose of finding the place of sale is to find out the availability of production facilities to be purchased. This information can be obtained by farmers by communicating/ calling directly to the kiosk or farm shop. To find out where to sell products and labor outside will be employed, the cassava farmers buy credits using telkomsel cards (As and Simpati), im3 cards, and 3 cards with the average time needed by cassava farmers is 3,4 minutes.

The next information fee is transportation costs. Transportation costs incurred for the purchase of fuel amounting to Rp. 10.827,01, with a percentage of 8,08%. The types of fuel used such as premium, pertalite and pertamax that are used as much 1,01 liters for the purpose of purchasing production facilities, namely kiosks or agricultural shops. The transportation that is used by farmers when heading to the place of the owner of the fund/ capital lender is a motorcycle. Farm stalls or shops placed not too far from the farmers' residence which is approximately 2 km away.

The consumption costs incurred by cassava farmers in the process of purchasing production facilities are snacks, drinks and cigarettes. When cassava farmers go to the seller of production facilities (stalls or shops), they smoke, some even drink and eat. Consumption costs for procurement of input facilities are Rp. 10.137,54 with a percentage of 7,56%. Types and amounts of consumption costs incurred by farmers, namely (1) drinks, such as tea/ coffee and mineral water with an average amount of 1,42 cups/ cups/ bottles; (2) snacks, in the form of cakes/ snacks/ bread with an average number of 1-2 pieces; (3) cigarettes, such as clasmild, apache, surya 16, cayenne, filter, and lintingan.

Coordination Cost. Effective coordination has conditions, one of which is through effective communication and continuous exchange of information so differences between individuals can be overcome in the future. Coordination costs are carried out with the aim of adjusting agreements between each business actor involved (Williamson, 1989). Coordination costs are still dominated by meeting fees of Rp. 6.049,23 with the percentage of 4,51% of the total transaction costs of Rp. 170.302,76. The meeting costs are costs incurred by farmers who aim to facilitate the process of getting assistance from farmer groups such as subsidized fertilizer. Farm-

ers' meetings are held routinely every month which is held together with monthly recitation. The meeting is an opportunity that cannot be ignored by farmers that it is used to consult about constraints in farming such as the selling price of crops, especially cassava and technology that can be applied in their area. In holding meetings, farmers spend money to buy food, drinks and cigarettes. Types and amounts of meeting costs incurred by farmers are; (1) drinks, such as tea/ coffee and mineral water with an average amount of 1.11 cups/ bottles; (2) snacks, in the form of cakes/ snacks/ bread with an average number of 1-2 pieces; (3) cigarettes, with the number of 2-3 cigarettes such as clasmild, apache, cayenne, filter and lintingan.

In expediting coordination, communication costs are needed. Communication aims to bring people who have goals together (Mulyana, 2005). The communication costs needed in the form of the cost of a call and the cost of a short message (SMS), this is often used by farmers to facilitate them in obtaining information. The type of communication that will hold meetings is by texting or calling in advance where the farmer spends money on its credits. Communication costs incurred by farmers in coordinating was Rp. 5.173,72 with a percentage of 3,86%. In communicating via cell phone (mobile phone), the farmer takes 3.94 minutes to call and 1-2 times to text using an As/ Simpati/Im3 card.

Transportation costs are needed in the form of purchasing fuel (Premium/ Pertalite/Pertamax) as much as 0,57 liters to get to the meeting place. Transportation costs incurred for the purchase of fuel amounting to Rp. 3.825,49, with a percentage of 2,85%. According to Utomo (2010 in Setiani, 2015), transportation is the movement of people from a place to another place or destination needed. The transportation that farmers use when going to the meeting place is a motorcycle, because some farmers lived in areas that are a little far from the meeting place.

Negotiation Cost. In the procurement of cassava farming input, there are also negotiation fees in the form of costs to maintain external employment, communication costs, and the cost of leaving work. Negotiation costs are incurred to complete the objectives to produce an outcome that is mutually agreed (Seng, 2004). These costs are incurred by farmers to maintain contracts with outside workers. The cost of maintaining outside labor is used for farmers visiting home of outside workers to talk directly about planting, maintaining and harvesting. When communicating, some farmers smoke to make the atmosphere warm and familiarity is formed.

The demand for external workers is very high in the planting and harvesting season, this makes cassava farmers must immediately retain external workers who have participated in farming activities before. Maintaining external labor is very important because almost all cassava farmers do planting or harvesting uniformly, this can be seen from the cropping pattern. The cost of maintaining outside labor was Rp. 8.613,17 with the percentage of 6,43% of the total transaction costs Rp. 134.041,52. The type and amount of costs incurred in the form of fuel (Premium, Pertalite and Pertamax) as much as 0,63 liters using motorcycle, and cigarettes as much as 2-3 cigaretess with various types of cigarettes such as apache, magnum, filter, clasmild, and gudang garam.

In addition, there is a communication costs of Rp. 4.143,64 with a percentage of 3,09%. The communication costs are carried out to retain external workers who will be asked to join work through telephone calls. Information on the willingness of external workers obtained by cassava farmers to participate in farming activities can be directly delivered. To maintain external labor will be used, cassava farmers buy credits using telkomsel cards (As and Simpati) with the average time required for cassava farmers to communicate is 3,84 minutes. Coordination costs are still dominated by lost revenue costs of Rp. 67.500,00, with a percentage of 50,36% of the total transaction costs of Rp. 134.041,52. The lost income costs incurred by cassava farmers in the form of replacements is carried out as a result of leaving their work to hold a meeting discussing the willingness to participate in farming activities that will be done.

Monitoring Cost. Monitoring costs are the costs of maintaining plants and crops that must be paid by cassava farmers and the costs of the field officers. Costs for maintaining crops and harvests incurred in the form of costs issued by farmers in the form of village costs. This cost is issued once a year. The amount of contributions varies for each village of Rp. 8.937,50, with a percentage of 6,67%. Village costs are included in the monitoring costs because these costs are incurred to maintain mutual security in one village, including maintaining crop yields and farming equipment owned by farmers. In addition, farmers also incur costs when discussing agriculture or controlling cassava farming with PPL. Costs incurred by farmers for this PPL joint activity including the cost to eat as much as 1 piece of cake/ snack, drinks like coffee, tea, mineral water as much as 2 cup/ bottles/ cup, and the number of cigarettes used is 3,5 sticks (Surya 16 and Apache) . Costs incurred by farmers to buy drinks, foods, and cigarettes are Rp. 14.714,82 with a percentage of 10,98%.

c. Farm Implementation Costs.

Monitoring Cost. Monitoring costs are costs incurred by farmers when farmers selling cassava. Monitoring is meant to see the condition of cassava that will be harvested, whether it is in accordance with the wishes of farmers. Monitoring costs incurred in the form of consumption costs. Types of consumption costs incurred in the form of foods, drinks, and cigarettes. The cost to eat as many as 1-2 cakes/ snacks, drink as much as 1-2 bottles of mineral water, and the number of cigarettes that are used are 1.8 sticks (Surya, Clasmild and Apache). Costs incurred by farmers to buy foods, drinks, and cigarettes was Rp. 13.674,41 with a percentage of 3,17%.

Transportation Cost. Transportation costs are required in the form of fuel purchases (Premium/ Pertalite/ Pertamax). Transportation costs incurred for the purchase of fuel amounting to Rp. 13.835,31 with a percentage of 3,21%. According to Utomo (2010 in Setiani, 2015), transportation is the movement of people from a place to another place or destination needed. The type of transportation used by farmers when doing monitoring is a motorcycle. Mobility using a motorcycle will be more comfortable that difficult locations will be easily visited. The extent of land sought by farmers varies, but farmers are looking for more land area that the income obtained will be greater.

Transaction Costs on Selling of Cassava Output. Transaction costs for cassava output selling consist of direct selling to the factory, selling to large traders or stalls, and selling to agents. Mathematically, transaction costs for farm financing can be seen in Table 4.

Table 3. Transaction Costs for Cassava Farming in Lampung Province

Component		Unit	Amount	Percentage (%)
A.	Farm Planning Costs			
1	Coordination cost	Rp.	141.624,17	32,85
2	Information cost	Rp.	36.488,57	8,46
	Sub Total	**Rp.**	**178.112,74**	**41,31**
B	Costs for Procurement of Farming Inputs			
1	Information cost	Rp.	24.401,31	5,66
2	Coordination cost	Rp.	97.131,66	22,53
3	Negotiation cost	Rp.	80.326,12	18,63
4	Monitoring cost	Rp.	23.652,32	5,49
	Sub Total	**Rp.**	**225.511,41**	**52,31**
C	Farm Implementation Costs			
1	Monitoring cost	Rp.	13.675,41	3,17
2	Transportation cost	Rp.	13.835,31	3,21
	Sub Total	**Rp.**	**27.510,72**	**6,38**
	Total Transaction Cost	**Rp.**	**431.134,88**	**100**

Source: Primary Data (processed), 2019

Based on Table 4, it shows that the cost of selling to agents is greater than the cost of direct selling to factories and traders, amounting to Rp. 81.806,23 with a percentage of 42,15%. The next cost of selling output to the factory was Rp.70.597,52 with a percentage of 36,37%, and to traders or shanties amounting to Rp. 41.684,05 with a percentage of 21,48%. Based on table 4, transaction costs for cassava selling are described as follows:

Cost of Direct Selling to Factory. Components of transaction costs for cassava that sales directly to the factory are information costs, transportation costs, and negotiation fees. By knowing the price information obtained from fellow farmers and from traders, the new farmer will decide to sell his product at the price most accordance with his wishes (Saidah, 2008). When the harvest season arrives, some farmers will look for information about the price of cassava and rafaction that apply in the factory. Some farmers lived quite far from the factory that finding out information about prices and rafaction is very difficult. Therefore, farmers will incur costs to get to the factory. Information costs incurred is to find cassava prices in the market. The cost of finding cassava prices incurred by farmers was Rp. 22.403,55 with a percentage of 11,54%. Types of costs incurred in the form of credits, foods, drinks, cigarettes and gasoline. To find the price of cassava, farmers do 2 (two) ways, calling and coming to the factory. In getting prices information, cassava farmers buy credits using a telkomsel card (As and Simpati) with the average time required for cassava farmers to communicate was 3,72 minutes. In the conversation, there were several things discussed such as the buying price of cassava at the factory, the refraction at the factory, and the cassava criteria needed by the purchasing parties that the conversation took a long time. In searching for price information to these places, farmers incur snacks for Rp. 2.000 by spending 2-3 snacks, then there is a drinks cost Rp. 1.583 in the form of mineral water. The cost of cigarettes is a routine cost for male farmers in all conditions. In this condition, the farmer spends 2,65 cigarettes at a cost of Rp. 1.749,05. When selling to the factory, farmers negotiate rafaction so that the rafaction received by farmers is not too high that the revenue to be obtained will also be greater. Costs incurred for conducting negotiations are communication costs in the form of phone call, and cigarettes purchased as a reward for reducing rafaction. But not all employees/ factory workers receive raw materials for rafaction negotiations.

The component of transportation costs in selling output is the cost of finding a truck for harvesting. Transportation in developing countries is a very

important thing especially in rural areas, this is because transportation provides access for rural people in accommodating service needs and can improve their socio economic life (Sarafina et al., 2019). Costs incurred such as the cost for calling the driver, the cost for travelling to the driver's house and the cost for giving cigarettes. These costs are incurred in the amount of Rp. 23.832,54 with a percentage of 12,28. The cost of finding a transport driver is a bit difficult to get since there are several cassava farmers doing harvesting at the same time. The limitations of the transport in the region made cassava farmers look for a driver before the harvesting is done by contacting by phone or coming to the vehicle owner's house. Costs incurred by farmers in the form of costs for calling/texting (SMS), and fuel. The amount of costs incurred for fuel was Rp. 9.780,49 with the type of Premium/Pertalite/pertamax if using a motorcycle. While the amount of the cost for calling/ texting was Rp. 1.561,57 by using the common telkomsel card. This is because the other provider networks are inadequate so the signal or network is not functioning properly.

Cost of Selling to Merchants/ Stalls. The component of transaction costs for cassava selling to traders or stalls is information and transportation costs. Cost information at obtained price was Rp. 22.354.,96 with the percentage of 11,52%. When the harvesting season arrives, some farmers will look for the information of the price of cassava and rafaction that is applied at the traders/ shanties. After the farmer knows the price of cassava, the farmer immediately sells to that sword/ stall. But there are farmers who do a semi partnership with stalls/edet where they are borrowing money for farming capital with an agreement that farmers must sell cassava harvest to traders/edet/ driver. In addition, traders get a loan interest of 10% of the loan. Some farmers lived quite far away that it is difficult to find out information about prices and rafaction. Therefore, farmers will incur costs for the traders. Types of costs incurred in the form of credits, foods, drinks, cigarettes and gasoline. To get the price information, cassava farmers buy credits using a telkomsel card with the average time required for cassava farmers to communicate is 2,53 minutes. The farmer talked about cassava buying prices and cassava criteria needed by the purchasing parties that the conversation will be quite long. In searching for price information to these places, farmers incur the cost of cigarettes. The cost of cigarettes is a routine cost for male farmers in all conditions. In this condition, farmers spend 2,53 cigarettes at a cost of Rp. 2.368,86.

The component of transportation costs in selling output to traders/stalls is the cost of finding a truck used for harvesting. Costs incurred such as the

cost of calling the driver, the cost of travelling to the driver's house and the cost of giving cigarettes. These costs are incurred in the amount of Rp. 19.329,09, with a percentage of 9,96. The cost of finding a transport driver is a bit difficult, because there are several cassava farmers doing harvesting at the same time. Costs incurred by farmers in the form of costs for calling/texting (SMS), and fuel. The amount of costs incurred for fuel was Rp. 8.472,22 with the type of Premium/Pertalite/Pertamax. While the amount of the cost for calling/texting was Rp. 3.278,77 by using the common telkomsel card. This is because the signal or network for other providers has not reached wider areas.

Cost of Selling to Agents. Components of transaction costs for cassava selling directly to agents are information costs, transportation costs, and contract enforcement costs. After getting price information, farmers will decide to sell their produce at a favorable price (Saidah, 2008). In addition to selling directly to factories and shanties, there are several farmers who sell to agents. This is done by the farmer to ensure that his crop is certain to be received or sold. Tapioca factories will form or look for agents in order to make the needs or availability of raw materials are still met so that the factory can work optimally. These agents are looking for farmers who will sell their crops throughout the region. An agent is an extension of the factory who worked to find raw materials that have been targeted by the factory. The factory appoints agents with many considerations such as having a close relationship with farmers, getting to know the work area, being able to make good communication, and having enough knowledge about cassava. In finding price and rafaction information on cassava selling to agents, farmers incur costs such as information costs in the form of credits charges, foods and drinks costs, costs for purchasing cigarettes, and fuel costs. The amount of the cost to find the price of cassava used by farmers was Rp. 23.745,45 with a percentage of 12,23%. The technique used by farmers to find the price of cassava is done in 2 (two) ways, by calling and coming to the factory. To obtain information on prices directly, cassava farmers buy credits using telkomsel card and indosat card (As, Simpati and Im3) with the average time required for cassava farmers to communicate is 3.45 minutes. Again, smoking is a routine activity for male farmers in all conditions. In this condition, the farmer spends 2,44 cigarettes at a cost of Rp. 3.011,11. When doing selling to an agent, the farmer makes an agreement or contract at the beginning regarding to the price so that the price received by the farmer is good enough. Costs incurred to carry out the contract are communication costs in the form of calling, cigarettes purchasing,

and foods and drinks costs. Not all farmers sell to agents since the factory already received raw materials according to established standards such as cassava varieties, cassava harvesting, time and cassava content.

The component of transportation costs in selling output to an agent is the cost of finding a harvesting truck to transport the harvest, but there are agents who take cassava directly to the farmers. Costs incurred such as the cost of calling the driver/ agent, travelling costs and giving cigarette costs. These costs are incurred in the amount of Rp. 25.641,77 with a percentage of 13,21%. While the costs incurred by farmers in the form of costs for calling/ texting (sms) and fuel. The amount of costs incurred for fuel was Rp. 9.893.86 in the type of Premium/Pertalite/ Pertamax. While the amount of the cost for calling/texting was Rp. 2.457,09 by using the common telkomsel and Indosat cards for the signal is inadequate.

The total transaction cost structure in the cassava farming agribusiness system can be seen in Table 5.

Table 5. Transaction Cost Structure in the Cassava Agribusiness System in Lampung Province

Structure Component of Transaction Cost	Unit	Amount	Percentage (%)
1 Transaction costs for cassava farming financing	Rp.	170.302,76	21,41
2 Transaction costs on cassava farming	Rp.	431.134,88	54,19
3 Transaction costs for cassava selling	Rp.	194.087,80	24,40
Total Transaction Cost		**795.525,44**	**100**

Source: Primary Data (processed), 2019

Based on table 5, it shows that the transaction cost structure with the highest percentage is found in the transaction cost component of cassava farming, which was Rp. 431.134,88 with a percentage of 54,19%, which was higher than transaction costs on financing (21,41%), and cassava selling (24,40%). This happens because farmers have to do farm planning, farming input, and farming operations. One of the biggest components in transaction costs for supplying cassava farming inputs is lost in farmer income. Transaction costs will result in total costs that is increasing. The smaller the transaction costs that can be reduced, the smaller the total costs incurred by farmers. According to Li et al., (2019), there is an optimal value of transaction costs. Transaction costs can be a factor affecting farm profits, said by Martins et. al. (2010) for transaction costs give rise to uncertainty conditions. This condition will bring up a cost called the cost of uncertainty. In addition, transaction costs will always be everywhere (Allen, 2005).

The results of the analysis of transaction costs for cassava farming show that cassava farming is relatively more efficient. According to North (1990)

that transaction costs in developing countries are generally low. The low cost of this transaction could be occured because there is closeness in the community. In order to continue the economist activities, the community transact should be done more broadly. The more complex and impersonal the trading network, the greater transaction costs will be. In fact, transaction costs cannot be eliminated, but it could be minimized. The minimization of transaction costs has an important meaning, but this minimization of transaction costs is not becoming the goal but as a process of achieving broader goals and maximizing public welfare (Zulkarnain and Mangiring, 2017). Institutions are needed so that itcould reduce transaction costs in the competitive market (Furubotn and Rudolf, 2005). The efficient transaction costs has a positive impact on expenses, namely as a facilitator of farming transaction activities such as the procurement of financing sources, procurement of inputs, and output selling.

CONCLUSION

The conclusion in this study is, there are 2 (two) transaction cost structure scenarios in the cassava agribusiness system with an average area of 0,95 hectare farming, namely (a) transaction cost structure with farm financing of Rp. 795.525,44, and (b) transaction costs structure without farm financing of Rp. 625.222,68. The largest transaction costs for businesses was Rp. 431.134,88 or 54,19% higher than transaction costs on financing (21,41%) and cassava selling (24,40%). This happens because farmers have to do farming planning, supplying farming inputs, and doing farm operations. One of the biggest components in transaction costs in the supply of cassava farming inputs is lost farmer income.

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