

Income and Marketing Strategy of Laying Duck Business in Masiraan Village

Muhammad Arifano Hakim

UIN Antasari Banjarmasin, Indonesia. E-mail: hakimm.0309@gmail.com

Abdul Gafur

UIN Antasari Banjarmasin, Indonesia. E-mail: abdulgafur@uin-antasari.ac.id

Yusuf Asyahi

UIN Antasari Banjarmasin, Indonesia. E-mail: yusufasyahi@uin-antasari.ac.id

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ABSTRACT

This study aims to analyze the income and marketing strategies of duck egg farmers in Masiraan Village, Hulu Sungai Tengah Regency, South Kalimantan. The research uses a qualitative descriptive approach with data obtained through observation, interviews, and documentation. The results show that duck egg farming has become an important source of livelihood for the community, especially after the 2021 flash flood disaster. The average income of farmers ranges from IDR 1,500,000 to 3,000,000 per month, depending on the number of ducks, feed costs, and market conditions. In terms of marketing, most farmers still rely on traditional sales methods through local collectors, which limits their bargaining power and potential income. Only a few farmers sell directly to markets or through social media. Therefore, innovation in marketing strategies, such as forming farmer groups, collaborating with MSMEs, and utilizing digital platforms, is highly recommended. From an Islamic economic perspective, the development of fair and ethical marketing practices reflects the values of justice, cooperation, and blessings in improving community welfare.

Introduction

The livestock sector is one of the key pillars supporting the rural economy in Indonesia. In addition to providing nutritious food, this sector contributes significantly to job creation and improving community income. Among the various types of livestock businesses, duck egg farming has strong potential for development in rural areas because the demand for duck eggs remains stable and the product has promising economic value.

Masiraan Village, located in Hulu Sungai Tengah Regency, South Kalimantan, is one of the villages with significant potential in the duck egg farming sector. The area's environmental conditions such as the availability of water sources, natural feed, and adequate land support the development of small scale community based livestock farming. The local community has long been familiar with duck farming, although in the past it was not yet well developed and was managed in a traditional way.

The economic condition of Masiraan Village declined sharply after the flash flood disaster in 2021, which caused many sources of livelihood to stop operating, including cattle farming, agriculture, plantations, and duck farming. The disaster not only damaged production facilities but also weakened the overall economic condition of the community.

However, in the aftermath, the residents began to rebuild their livelihoods by revitalizing the duck egg farming business as an effort to restore the village's economic stability.

In 2023, farmers in Masiraan Village started redeveloping duck egg farming by introducing innovation in the form of elevated cages designed to prevent losses from flooding. This innovation proved effective because it not only protected the ducks from seasonal floods but also improved egg quality. Eggs produced from ducks raised in elevated cages were found to have a longer shelf life and better quality compared to those produced by ducks raised directly on the ground. This improvement has increased the competitiveness of duck eggs from Masiraan Village in the local market.

Economically, the duck egg farming business provides a significant source of income for the villagers, especially since other economic sectors have not fully recovered after the flood. However, farmers' income levels vary, depending on the scale of production, feed costs, and the marketing system used. Some farmers sell their eggs directly to local collectors, while others market their products independently through traditional markets.

In terms of marketing strategy, most farmers still rely on conventional methods—selling their products directly to collectors at predetermined prices. While this method simplifies the distribution process, it often places farmers in a weak bargaining position in relation to market prices. Only a few farmers have attempted to sell directly to consumers or utilize social media as a promotional platform. This indicates that more innovative and adaptive marketing strategies are needed to strengthen the market position of duck egg farmers.

Based on these conditions, this study aims to analyze the income levels and marketing strategies of duck egg farmers in Masiraan Village. The focus of this research is to describe how farmers manage their business after the 2021 flash flood, how their income structure is formed, and what marketing approaches they adopt to sustain and expand their business in the face of economic and environmental challenges.

The findings of this study are expected to provide a comprehensive overview of the contribution of duck egg farming to improving the welfare of the Masiraan Village community, as well as serve as a reference for developing policies and empowerment programs that support sustainable rural economic growth based on community livestock enterprises.

Research Methods

The research conducted is categorized as field research, in which the researcher directly visits the study area and interacts with the local community (Kusumadewi, A., Sari, D., 2022). Engaging with participants allows the researcher to experience firsthand the conditions they face, providing a more holistic understanding of the local realities. Therefore, researchers are expected to have adequate knowledge and awareness of the circumstances, environment, and way of life of the community being studied (Raco, 2010)

This study applies a qualitative descriptive approach, which emphasizes a detailed and systematic description of social phenomena (Moleong, 2019) The qualitative descriptive method involves organizing data into coherent narratives starting from data collection, interpretation, and finally reporting the research findings (Abdussamad, H. Z., & Sik, 2021)

To obtain the required data, several data collection techniques were employed in this study, including observation, interviews, and documentation.

1. Observation

The observation technique was carried out by directly observing the activities of duck egg farmers in Masiraan Village. Through this method, the researcher obtained a real picture of the farming process, including the maintenance system, feeding management, egg collection process, and how farmers handled their production results. Observation also helped the researcher understand the environmental conditions, supporting facilities, and challenges faced by farmers in running their economic activities. The observation was conducted in a non-participatory manner, meaning that the researcher did not take part directly in the farming activities but observed and recorded behaviors, habits, and social interaction patterns relevant to the research focus.

2. Interview

The interview technique was used to gain deeper information from duck egg farmers and other relevant parties such as local egg collectors, retailers, and surrounding community members. This study employed semi-structured interviews, where the researcher prepared a list of guiding questions while still allowing respondents the freedom to express their opinions and experiences in their own word. Through these interviews, the researcher collected data related to farmers' income levels, production costs, pricing methods, sales systems, and marketing strategies. The interviews also aimed to understand farmers' perceptions regarding economic changes after the flood disaster and their efforts to sustain and develop their business in the long term.

3. Documentation

The documentation technique was used to collect various supporting data relevant to the research, such as photographs of farming activities, field notes, records of egg sales transactions, and other documents related to the duck farming business. Documentation served as complementary evidence that strengthened the findings from observation and interviews, helping the researcher obtain more objective information about the farmers' socioeconomic conditions. In addition, documentation data were also used to trace the development of duck farming activities in Masiraan Village over time.

Results

1. General Overview of Duck Egg Farmers in Masiraan Village

Masiraan Village, located in Pandawan Subdistrict, Hulu Sungai Tengah Regency, is one of the areas with great potential for the development of duck egg farming. Based on field observations, most of the community members who engage in this business do so independently and on a small to medium scale.

The duck egg farming business began to develop again in 2023, after having declined due to the flash flood disaster in 2021 that severely affected the region (Kusumadewi, A., Sari, D., 2022). Following the disaster, the local community started improving their farming systems by building raised duck cages (elevated pens) to protect them from flooding during the rainy season. This innovation proved effective, as it not only safeguarded the farms but also improved the quality and durability of the eggs compared to those produced by ducks raised directly on the ground.

Most farmers in Masiraan Village manage their farms using traditional methods inherited through generations (Yuliana, I., & Rahmawati, 2020). Feed management still largely relies on local materials such as rice bran, leftover rice, and small fish,

which are sometimes mixed with commercial feed to boost egg production. The number of ducks raised by each farmer varies from 100 to 700 ducks, depending on the available capital and land capacity.

2. Farmers Income Levels

Based on interviews with several farmers, the average egg production reaches 50–70% of the total ducks raised. In one production cycle (approximately one month), farmers can produce between 1,500 and 3,000 eggs. The selling price at the farm level ranges between IDR 2,000 and IDR 2,300 per egg, depending on market conditions and egg quality.

From simple income calculations, the average gross income per month ranges from IDR 3,000,000 to IDR 5,000,000, depending on the scale of production and the number of ducks owned. After deducting feed, maintenance, and labor costs, the net income earned by farmers is approximately IDR 1,500,000 to IDR 3,000,000 per month.

For rural communities such as Masiraan Village, this income is quite significant in supporting household needs. Moreover, this business remains relatively stable since market demand for duck eggs continues to exist, both for household consumption, food industries, and traditional market traders.

3. Marketing Strategies of Duck Egg Farmers

The findings indicate that the marketing strategies employed by farmers in Masiraan Village are still traditional. Most farmers sell their products directly to local collectors or middlemen, who visit the farms to collect the eggs. This system is considered practical because it minimizes distribution efforts by the farmers, but the downside is that the selling price is lower since it is determined by the collectors.

A small number of farmers have tried selling directly to traditional markets in Pandawan and Barabai subdistricts. Although this strategy yields higher selling prices, it requires additional time, effort, and transportation costs. In addition, some younger farmers have begun using social media platforms such as Facebook and WhatsApp to promote and sell eggs online, although this practice remains limited in scale.

In setting prices, farmers generally follow the daily market price, while also considering feed costs and production levels. Seasonal factors also influence prices; during the rainy season, egg production tends to decrease while market prices increase.

4. Challenges and Opportunities for Development

Several key challenges faced by duck egg farmers in Masiraan Village include:

- a. Increasing feed prices that are not proportional to egg selling prices.
- b. Dependence on local collectors, which weakens farmers' bargaining position.
- c. Limited knowledge of modern marketing strategies and business management skills.

However, there are also significant opportunities for further development. These include stable market demand, high egg quality resulting from the raised cage system, and growing interest among younger generations to engage in duck egg farming.

If farmers can implement more innovative marketing strategies, such as forming cooperatives, collaborating with small-scale food enterprises (UMKM), or utilizing digital marketing platforms, their income could increase, and the business could become a sustainable and competitive local economic sector for Masiraan Village.

Reporting Research Results

The results of this study were obtained through direct field observation and interviews with 20 duck egg farmers spread across RT 1, RT 2, and RT 3 in Masiraan Village, Hulu Sungai Tengah Regency. The total duck population managed by these farmers reached approximately 6,400 ducks. The analysis focuses on two main aspects production and income levels, and marketing practices.

In terms of production, the number of ducks raised by each farmer ranges from 100 to 700 ducks. Farmers with larger flocks, such as those owning 500 to 700 ducks, are able to produce between 450 to 600 eggs per day, while smaller-scale farmers with around 100 to 200 ducks produce an average of 90 to 180 eggs daily. On average, duck egg production in Masiraan reaches 90–95 percent of the total number of ducks kept.

The price of feed is around IDR 300,000 per 50 kg sack, and each farmer typically requires 2 to 4 sacks per week, depending on flock size. Meanwhile, the selling price of duck eggs as of August 1st, 2025, was IDR 2,000 per egg. Based on these conditions, farmers with around 400 ducks can produce 370–380 eggs per day, resulting in an estimated daily revenue of around IDR 740,000 to 760,000, or approximately IDR 20–22 million per month before deducting feed and maintenance costs. After expenses, the net monthly income ranges between IDR 3–6 million, depending on the flock size and feed efficiency.

Regarding marketing, most farmers stated that they sell their eggs directly to local collectors who visit regularly to pick up the produce at a fixed price. Only a few farmers sell directly through traditional markets or online platforms such as Facebook and WhatsApp. Although direct selling provides higher profits, it requires additional time and transportation costs. The dependency on collectors shows that the marketing chain is still dominated by intermediaries, which reduces farmers bargaining power.

Overall, the results show that duck egg farming in Masiraan Village provides a significant contribution to household income and serves as one of the main economic pillars for the community. However, challenges remain in terms of feed price fluctuations, limited access to wider markets, and lack of cooperative structures among farmers, which hinders optimal income generation and business development.

Discussion

The results of this study show that the duck egg farming business in Masiraan Village plays an important role in restoring the local economy after the 2021 flash flood disaster (Kusumadewi, A., Sari, D., 2022). The community's efforts to revive this sector demonstrate resilience and adaptability, particularly through innovation in building elevated cages to protect livestock from floods. This innovation has improved both the quality and marketability of the eggs, enabling farmers to maintain production stability even during the rainy season.

From an economic perspective, the income of duck egg farmers depends heavily on several interrelated factors, including feed prices, the number of ducks owned, and market demand. Feed costs remain the largest expenditure, accounting for more than half of the total production cost. Therefore, fluctuations in feed prices significantly affect profit margins. Farmers with a larger scale of production generally achieve higher income because they can optimize resources and reduce per-unit costs. Small scale farmers face difficulties in achieving economic efficiency due to limited capital and reliance on local resources.

The marketing system applied by most farmers still follows a conventional pattern (Sulaiman, 2021), where eggs are sold to local collectors at predetermined prices. Although this system simplifies distribution, it reduces farmers' bargaining power and limits their potential income. Farmers who sell directly to traditional markets or through digital platforms tend to gain higher profits, though they face challenges related to logistics, time, and market access. These findings indicate that strengthening marketing capacity and building cooperative networks among farmers could enhance market competitiveness and economic stability (Rahman, 2023).

In this context, innovation and collaboration are crucial for developing sustainable duck egg farming in rural areas. The formation of farmer groups or cooperatives could enable joint purchasing of feed, collective marketing, and fairer price determination (Rahmadi, 2021). Training in financial management, digital marketing, and product diversification such as salted or processed duck eggs could further increase income and market opportunities (Sari, R. A., & Ridhani, 2022). These actions would not only improve farmers' welfare but also contribute to the long-term resilience of the village economy.

From the perspective of Islamic economics, the development of duck egg farming aligns with the principles of justice (al-'adl), cooperation (ta'awun), and shared prosperity (maslahah). who explain that implementing Islamic values in rural economic practices strengthens community solidarity and ethical awareness in trade. Farmers are encouraged to manage their business ethically, avoiding exploitation, fraud, and unfair pricing practices. Fair trade and cooperation among farmers reflect the Islamic value of mutual benefit (mufāwadah), where economic activities are not merely for profit but also to create social welfare and blessings for the community. Therefore, empowering duck egg farmers in Masiraan Village through collective action and ethical marketing practices can be viewed as a manifestation of Islamic economic principles in real life, promoting not only material growth but also moral and social balance (Fadli, 2020)

Conclusion

The results of this study indicate that duck egg farming in Masiraan Village has made a significant contribution to improving the community's income. The average income of farmers ranges from IDR 1,500,000 to 3,000,000 per month, depending on the number of ducks, feed prices, and production levels. This business has become a relatively stable source of livelihood and has supported the community's economic recovery after the 2021 flash flood. However, increasing feed prices and limited capital remain major challenges in maximizing farmers' profits.

In terms of marketing strategies, most farmers still use traditional sales systems through local collectors, which weakens their bargaining power in determining prices. Only a few farmers have marketed their products directly to traditional markets or through social media. Therefore, there is a need for more innovative and collaborative marketing strategies, such as forming farmer groups, partnering with small-scale food enterprises (MSMEs), and utilizing digital platforms to expand market reach and improve competitiveness.

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