

ANALYSIS OF RABBIT FARMING BUSINESS AND MARKETING IN INCREASING FAMILY INCOME FROM A SHARIA ECONOMIC PERSPECTIVE

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Article Info

Article history:

Received July 05, 2023

Revised September 05, 2023

Accepted September 22, 2023

Keywords:

Family Income;

Marketing;

Rabbit Farming;

Sharia Economic

ABSTRACT

The Sharia economic law approach is intended to explore aspects of the problem of business analysis and marketing of rabbit livestock from the perspective of Sharia economic law. The psychological approach is to gain knowledge related to the psychological condition of the informant relating to behavior, knowledge, feelings, and thoughts about the object being studied. The sociological approach takes a social approach to rabbit breeders and buyers. Mattoanging Village, Lalabata District, Soppeng Regency, is the center of rabbit farming in Soppeng Regency. In Mattoanging Village, there are several heads of families who are involved in rabbit farming activities. Currently, the number of breeders who are starting to pursue business is increasing, and marketing is also getting better. This shows that the growing interest of breeders is supported by market opportunities that are still very open. The rabbit farming business is currently being developed by breeders as an effort to increase productivity from a good perspective for health and income. Apart from that, the Break Even Point (BEP) analysis, namely the level of revenue, production, and price of the rabbit breeder's business, is at the break-even point or does not make a profit and does not experience a loss.

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1. INTRODUCTION

Islam has regulated every aspect of the lives of its people. Regulates the relationship between a servant and his God, which can be called muamalahma 'allah, and also regulates the relationship with others, which is usually called muamalahma' anas (Fealy & White, 2008; Ikhwan & Fauzi, 2019). Therefore, religion provides the best possible rules, because with the regularity of muamalat, human livelihoods will be guaranteed as well as possible, so that disputes and grudges will not occur.

To fulfill their daily needs, every Muslim must carry out a transaction, which can be called buying and selling. Buying and selling is permitted by Allah SWT if it does not violate the original law, which prohibits it (Hamid & Putra, 2021; Shifa, 2021).

Etymologically or linguistically, buying and selling is the exchange of goods for goods (barter). Buying and selling is a term that can be used to refer to two sides of a transaction that occur at once, namely selling and buying (Faruk & Mahmud, 2020; Hamzah et al., 2022; Akmal et al., 2022). Meanwhile, in terms of terminology, Imam Abu Hanifah stated that buying and selling is the exchange of assets or goods in a certain way or the exchange of something one likes for goods of equal value and benefit, which are of equal value and bring benefits to each party.

Livestock were originally wild animals that were difficult to tame. Rabbits have been domesticated since 2000 years ago for beauty, food, and as experimental animals. Almost every country in the world has rabbits because rabbits have a relatively high body adaptability, so they can live almost all over the world. Rabbits were developed in areas with a relatively high population (Hamid et al., 2019). The spread of rabbits has also given rise to different names; in Europe, it is called rabbit; in Indonesia, it is called rabbit; in Java, it is called trewelu; and so on. Rabbits are a livestock animal that has many benefits, starting from being ornamental animals, producing compost from their droppings and feces, using their bones as bone meal, producing meat that has high nutrition, and using their hair and skin as craft materials (Cooper, 2012; Glen et al., 2013; Varga, 2014).

Since the rise of loose meat in cattle and chickens, as well as bird flu and anthrax, rabbit meat has become a target for consumption as a substitute for this meat. Of the various types of rabbits, the Flemish Giant rabbit is an alternative because it has a large body weight; its body weight can reach up to 10 kilograms; some even reach 12 kilograms. So the meat produced is quite a lot.

Rabbits are a group of herbivorous livestock that have coprophage and cecotrophy properties (Leiber et al., 2008; Wang et al., 2019). This characteristic is a characteristic of rabbits, namely the behavior of rabbits re-eating soft feces directly from their anus (coprophage pellets), which occurs at night, so they are also called pseudo-ruminants. Even though they have a large caecum (the first part of the large intestine), rabbits' ability to digest crude fiber is limited, not as much as that of ruminants.

In rabbit farming, their survival will depend on the attention and care of the breeder (Rosell & De la Fuente, 2009; AHAW et al., 2020). The type, quantity, and quality of feed provided greatly determine growth, development, health, and production. An increase in population is always accompanied by an increase in food needs.

Rabbits are a type of livestock that is easy to maintain. In Indonesia, there are various types of rabbits, but it is very difficult to know the local types because there are many types of cross-breed rabbits from various countries. Many factors cause rabbit farming to not be very popular in society at the moment, so in its development, rabbit farming is not very developed (Dalle Zotte, 2002; Davis & DeMello, 2003). If kept well, rabbit farming will provide good prospects as a substitute source of animal protein and as an economic source for rabbit breeders. Indonesia is very suitable for developing rabbit livestock because it is easy to care for and there are many food sources available for rabbits (Priyanti & Raharjo, 2013; Hamid et al., 2019).

Mattoanging Village, Lalabata District, Soppeng Regency, is the center of rabbit farming in Soppeng Regency. In Mattoanging Village, there are several heads of families who are involved in rabbit farming activities. Currently, the number of breeders who are starting to pursue business is increasing, and marketing is also getting better.

This shows that the growing interest of breeders is supported by market opportunities that are still very open. For this reason, researchers need to research the rabbit farming business with a focus and attention on aspects of business management, income aspects, feasibility, and marketing with the following problem formulation:

1. What is the management and marketing system for rabbit farming in Mattoanging Village, Lalabata District, Soppeng Regency?
2. How does rabbit farming business and marketing increase family income from a Sharia Economic Law perspective in Mattoanging Village, Lalabata District, Soppeng Regency?

2. METHOD

This type of research is both descriptive and qualitative. Qualitative descriptive research is research whose data describes the form of words or words of people or behavior (Merriam & Tisdell, 2015; Thorne, 2016). The approach used in this research is directed at individual settings holistically. Individuals or organizations are not isolated into variables but are seen as part of a whole.

The data collection methods in research are as follows (Merriam & Tisdell, 2015):

- a. library research, namely data collected in the form of reading books that are related to the problem being discussed.
- b. Field research, namely data collection, is carried out in the form of research in the field using the following techniques:
 1. Observation is a method and technique for collecting data by systematically observing and recording symptoms or phenomena that exist in the research object. Namely, the author made direct observations of the rabbit farming business and marketing.
 2. Interview, or "a method for obtaining data from respondents by conducting direct interviews with rabbit breeders in Mattoanging Village, Lalabata District, Soppeng Regency.
 3. Documentation is "a method of selective data collection that uses documents or research results that are available at the research location or related institution, relating to the objects and problems being researched."

In processing and analyzing data, the author uses the following method:

- a) Inductive method: the definition of inductive method is a writing method based on existing theory. About the symptoms observed from things that are specific to general things.
- b) The deductive method is a method of writing or processing data that starts with special knowledge. From this understanding, it can be understood that the deductive

method is used as a means of connecting theory and observation. This allows the writer to relate general matters to specific matters.

- c) The comparative method involves comparing two or more things and then choosing the one that is considered most appropriate.

3. RESULTS AND DISCUSSION

3.1 Rabbit Farming Business Management System in Mattoangin Village, Lalabata District, Soppeng Regency

3.1.1 Rabbit

Rabbits are mammals from the Leporidae family, which can be found in many parts of the earth (Leiber et al., 2008; Wang et al., 2019). Rabbits reproduce by giving birth, which is called viviparous. Previously, this animal was a wild animal that lived from Africa to mainland Europe when it was developed in 1912. Rabbits are classified in the order Lagomorpha, which can be classified as follows: Kingdo/kingdom: Animalia Phylum: Chordate, Subphylum: Vertebrata, Class: Mammals, Order: Lagomorpha, Family: Leporidae, Genus: *Oryctolagus* (Leiber et al., 2008).

Types of rabbits can be grouped based on the purpose of keeping them, namely meat (cut) rabbits and ornamental rabbits. Several types of rabbits are cultivated in Indonesia. The type that is suitable for cultivation in Indonesia is the ornamental rabbit, with the local types being the Javanese rabbit and the Sumatran rabbit. The color of its fur is blackish-gray brown; its body is small, but its body length, when mature, can reach 40 cm with a weight of 6 kg.

3.1.2 Production cost

The definition of production is an activity between production factors and the resulting level of production achieved, where these factors are often called output. The number of agricultural products obtained in a certain period. The units that are widely used are tons per year or kg per year, depending on the potential yield of each type of commodity. The definition of costs in a broad sense is that costs are sacrifices of economic resources, measured in units of money, that have occurred or are likely to occur for certain purposes.

Costs can be classified into five major groups, namely:

1. Costs by expenditure object. According to this method, the name of the expenditure object is the basis for classifying costs. For example, if the name of the expenditure object is fuel, then all expenditures related to fuel are called fuel costs.
2. According to the main functions of manufacturing companies, there are three main functions: production, marketing, and administrative and general functions.
3. Costs according to the cost relationship with the thing being financed. According to what can be financed, it can be in the form of products or income.

4. Costs according to treatment about changes in activity volume.
5. Costs based on the useful period. These costs only have benefits in the accounting period in which the expenditure occurs. Examples are telephone costs and advertising costs.

Production costs are costs that occur in the production function, where the production function is the function that processes raw materials into finished goods. Production costs themselves include all costs related to the acquisition or manufacture of a product.

3.1.3 Price

Price is a variable that can be controlled and can determine whether a product is accepted by consumers. A product's price, whether cheap or expensive, is highly relative.

The price set must be able to cover all costs that have been incurred. If the price is set too high, it will be less profitable because buyers and sales volume will decrease. The selling price is the amount of costs incurred by the company to produce a good or service plus the profit percentage desired by the trader. To achieve the profit desired by traders, traders will attract consumers by determining the right price for the products sold. The right price is a price that is in accordance with the product quality of an item, and this price can provide satisfaction to consumers.

3.1.4 Reception

Total revenue is defined as the total receipts and sales of certain goods multiplied by the unit selling price. After the farmer sells his produce, he will receive a certain amount of money. Acceptance is formulated in:

$$TR = P \cdot Q$$

Where :

TR = Total Revenue (Total Revenue)

P = Price (Price)

Q = quantity (amount of production)

3.1.5 Income

Revenue is the difference between receipts and all costs. Profit is the income received by a person from the sale of goods or service products minus the costs incurred in financing the goods or service products. Income is a measure of the rewards obtained by a livestock business from the use of production factors, labor, production facilities, and capital in the livestock business. Income can be divided into two, namely, as follows:

1. Gross income is livestock business income that has not been deducted from costs.
2. Net income is income that is the result of subtracting total output from total input.

The profit margin is gross profit. From a business perspective, this profit is false because there are cost elements that are not taken into account, namely fixed costs so the profit margin is equal to the difference between total output and operational costs.

Marginal revenue is the additional revenue a company receives when it increases output by one additional unit. In determining economic benefits, they can be described systematically. The simple formula above is the definition of total revenue (total receipt) minus total cost (total costs). This is inseparable from profits, advantages, or profits in the general economy, namely:

$$\pi = \text{TR minus TC}$$

Note:

π = profit from rabbit farming (Rp/month) TR = Total Revenue (Rp/Month)

TC = Total Cost (Rp/Month)

3.2 Rabbit Farming Business Marketing System in Mattoangin Village, Lalabata District, Soppeng Regency

Marketing is the planning and execution of concepts and development, pricing, placement, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals (Helmold, 2022). The goal of marketing is to attract more people to buy your product more often so that you can make more money. Marketing ethics is a way of thinking and acting to carry out marketing strategies that are carried out professionally. Ethical marketing is when all marketing activities are carried out to humanize humans (Moore, 2005). In addition, Islamic marketing ethics combines the principle of profit maximization with the principles of equality and justice for the welfare of society at large.

Islamic marketing is the development of marketing principles based on ethics and religious legal arguments (Abbas et al., 2020; Hasan, 2020). According to Syed Ali Hussnain, Islamic marketing is the process of identifying and implementing the maximization of strategic values for the welfare of the company and society, based on the guidance of the Qur'an and Sunnah.

The difference between conventional marketing and Islamic marketing is the form of products or services that require halal guarantees under Islamic law. Only Islamic marketing can balance the worldly and spiritual dimensions of meeting human needs according to Islamic teachings, maximize world welfare, and build brotherhood between all capital owners to create socio-economic justice at all levels of human life.

The unity between economics and morals becomes increasingly clear in every economic step, whether related to production, distribution, circulation, or consumption (Morri, 2010; Choudhury, 2016). A Muslim, individually or collectively, is not free to do whatever he wants or whatever is profitable (Adas, 2006). Every Muslim is bound by faith and morals in every economic activity he undertakes, whether in conducting business, developing, or spending his wealth.

In practice, marketing actors will always consider whether all their activities are within the framework of Islamic teachings, guided by Islamic economic principles because this has huge implications for all aspects of human life as a whole (Saeed et al., 2001; Jafari, 2012). Some experts define Islamic economics as a science that studies human behavior to meet needs with limited means within the framework of Islamic Sharia (Khan, 2013; Chapra, 2016; Mubarrok et al., 2022).

Islamic economic ethics experiences difficulties because the views of each group in the world differ regarding normative standards of good and bad (Ali & Al-Owaihnan, 2008; Abuznaid, 2009). The economic ethics desired in Islam are socio-economic behaviors that must be by the provisions of revelation in terms of nature and the straight human mind (Ali & Al-Owaihnan, 2008).

4. CONCLUSION

Based on the results and discussion, it was concluded that the rabbit farming business is currently being developed by breeders to increase productivity from a good perspective for health and income. The rabbit production process requires production input costs, namely fixed costs and variable costs. The fixed costs of the rabbit farming business are the costs of cage facilities. Variable costs are the costs of seeds and food. Rabbit production multiplied by the selling price of rabbits is the farmer's income. The difference between the total income of the farmer and all the costs used in the rabbit farming business is the farmer's income.

Apart from that, Break break-even point (BEP) analysis, namely the level of income, production, and prices of rabbit breeders' businesses, is at the break-even point or does not make a profit and does not experience losses. The calculation criteria are that if the production breakeven point is greater than production, the revenue breakeven point is greater than revenue, and the price breakeven point is greater than the selling price of rabbits, then the rabbit breeder business is worth pursuing.

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