



Identification of Buffalo Purchases in Bone District, South Sulawesi Province, Indonesia to meet the needs of the Toraja Traditional Party

Ilham Rasyid¹, Sitti Nurani Sirajuddin¹, Veronica Sri Lestari¹ and Nirwana²

¹Department of Socio Economics, Faculty of Animal Science, Hasanuddin University, Indonesia.

²Department of Economics, Faculty of Economics and Business, Hasanuddin University, Makassar.

(Corresponding author: Sitti Nurani Sirajuddin)

(Received 21 September 2020, Revised 23 November 2020, Accepted 10 December 2020)

(Published by Research Trend, Website: www.researchtrend.net)

ABSTRACT: The customary party of the death of the Toraja community requires buffalo cattle in large enough numbers to be slaughtered. Buffaloes are slaughtered from several districts including Bone Regency. This study aimed to identify buffalo purchases in Patimpeng sub-district, Bone district to fulfill the customary party of the Toraja people. This research was conducted in May to June 2020. The population is breeders who maintain buffalo by buying buffalo from outside Bone Regency. Samples are breeders who buy buffalo in Jeneponto Regency. Data analysis was quantitative descriptive. The results showed the purchase of buffalo to fulfill the Toraja traditional party with criteria: motive, body posture and vortex feathers. Farmers in Bone regency should buy buffaloes based on buffalo motivation by consumers in Toraja Regency.

Keywords: purchase, buffalo, traditional party, Toraja.

I. INTRODUCTION

Buffalo cattle are a social symbol for their owners in several tribes in Indonesia, including the Toraja tribe. Buffalo cattle are animals that play a big enough role for the indigenous Toraja people because they are related to the culture and customs of the local community. The slaughter of buffalo carried out by the Toraja tribe with regard to the implementation of traditional ceremonies [1, 2]. Tana Toraja is an attractive tourist area for both foreign and domestic tourists because of (1) beautiful panorama, (2) source of striped buffalo germplasm, (3) unique culture with traditional ceremonies, (4) the largest animal (buffalo) market in Indonesia and (5) its people make buffalo as an important commodity in culture [3, 4].

The number of buffalo slaughtering for traditional ceremonial rituals is approximately 13,000 head per year [5, 6]. Currently the demand for buffalo in Toraja district shows an increasing trend. This is because most of the Toraja people who migrate and are successful in terms of finances when they die, their bodies will be brought back to Tana Toraja to be buried in their ancestral homeland. Along with this, there is an increasing trend in the number of buffalo being slaughtered at their funeral rituals. In the past, for an aristocrat the number of buffalo needed was enough with two buffaloes as a certain standard (Sapu Randanan), now the number depends on his financial ability, which can be up to hundreds as a form of respect for his dead relatives [7, 8].

One of the draws to Tana Toraja is the existence of the Bolu animal market. Bolu Animal Market, Tallunglipu District, North Toraja Regency is one of the markets that has its own characteristics in North Toraja Regency. Bolu Animal Market is also known as Rantepao Animal Market. Buffalo cattle marketing activities take place every six days a week. Meanwhile, the marketed livestock consists of local buffalo, buffalo from other areas, including from Bone Regency and pigs. Currently, the existence of the animal market is not only as a source of local income from the collection of market fees, but also as a tourist attraction for both domestic and foreign tourists. This is due to the uniqueness that occurs in the marketing of livestock or animals which are very different from the marketing of livestock or

animals in other areas or regions. The high and low value of buffalo depends on the characteristics possessed by the buffalo. So it is necessary to identify the characteristics of buffalo that are marketed from breeders in Bone Regency to the Bolu animal market, Tana Toraja Regency.

II. MATERIALS AND METHODS

The research was conducted from May to June in Bone District in Patimpeng District, Bone Regency. The data sources were primary data and secondary data. Types of data were quantitative data and qualitative data. The population is all buffalo traders in Bone Regency. Samples are traders who sell buffalo to the Bolu animal market. Descriptive data analysis

III. RESULTS AND DISCUSSION

Animal husbandry resources, especially buffalo, are renewable natural resources and have the potential to be developed in order to improve the regional economy, as well as the welfare of farmers [9]. From these existing conditions, socially, technically and economically are very good to develop [10]. However, what is happening now is that the increase in the population of buffalo is not maximized.

The characteristics possessed by a buffalo greatly affect the selling price of the buffalo. Buffalo quality assessments are usually based on generally accepted assessments in Toraja and appear to have been used from generation to generation. The fulfillment of the traditional party needs of the Toraja people for buffalo slaughter was imported from several districts outside Tana Toraja Regency, including Bone Regency. In general, the Toraja people assess buffalo from their horns, skin color and fur, posture, and signs on the body [6]. Traditional parties in Tana Toraja district are held not every month, but a large-scale traditional party is held in December and the South Sulawesi Provincial government program related to tourism, namely Lovely December. The greater the number of buffalo slaughtered during traditional festivals, the higher a person's social status. On the other hand, the large demand for buffalo is not followed by the availability of buffalo so it needs to be imported from other regions.

The characteristics of buffalo livestock and the selling price of buffalo cattle by buffalo breeders in Bone district

who sell buffalo to the Bolu animal market, Tana Toraja Regency can be seen in Table 1.

Table 1: Amount, criteria and selling price of buffalo from traders in Bone Regency to Bolu Animal Market, Tana Toraja Regency in 2019.

Number of buffalo sold	Criteria			Selling price/head
	Striped motif	body posture	feather swirl	
8	V	V	V	IDR .80.000.000
4		V		IDR .60.000.000
3			V	IDR.30.000.000

Table 1 shows that traders in Bone regency determine the selling price based on buffalo characteristics purchased from Jeneponto Regency, South Sulawesi Province, according to [12] stating that based on the value level buffalo are divided into three types, namely:

1. Regular black buffalo costs between 10-20 million.
2. Balian buffalo/fighting buffalo price ranges from 20-50 million.

3. The striped buffalo/Bonga is half albino in color which is very expensive and can cost up to 100 million rupiah per head, apparently big and muscular like a bull but has stripes like a cow and hairy (this buffalo is very special and proud of Rambu Solo's death party).

Based on this, it shows that the type of buffalo used in traditional festivals in Tana Toraja district is not an ordinary buffalo but a buffalo that has unique characteristics and is not found in other areas, namely the Belang buffalo (Tedong Bonga ") called the Belang buffalo because it is all over its body. Looks like black and white stripes. The price of this striped buffalo is very expensive, it can even reach hundreds of millions of rupiah. The demand for buffalo cattle usually increases greatly during the ceremony of the traditional death ceremony (Rambu Solo') and the thanksgiving procession (Rambu Tuka"). The number of buffalo slaughtering for traditional ceremonial rituals is approximately 13,000 head per year [5, 6].

Yulius [13] (2012) who reported that although in general buffalo have high social value, Toraja people have a way of assessing their buffalo. The high and low value of the buffalo depends on the quality of the buffalo according to generally accepted judgments, and seems to have been used from generation to generation since ancestral times. This assessment also applies to current buffalo traders in determining prices. The quality of the buffalo can be seen in the way the Toraja people themselves judge it, especially for striped buffaloes based on their characteristics. In general, the Toraja people judge buffalo by their horns, skin color and fur, and posture, as well as signs on the body.

IV. CONCLUSION

The sale of buffalo livestock by traders in Bone Regency to Bolu Animal Market, Tana Toraja Regency is based on certain characteristics, namely striped motifs, body posture and feather swirl.

ACKNOWLEDGMENT

Thanks to the Hasanuddin University research and dedication institute, Makassar, which has approved the research on the Hasanuddin University Basic Research Scheme.

REFERENCES

- [1]. Mustafa, E. S., Arman, E. S., Sirajuddin, S. N., & Saudi, N. S. (2019). Transaction Costs of the Striped Buffalo Market in the North Toraja Regency. *Advances in Environmental Biology*, 13(10), 31-35.
- [2]. Asriany A. (2018). *Local Wisdom in Buffalo Breeding System Desa Randan Batu Kabupaten Tana Toraja. Buletin Nutrisi dan makanan Ternak*, 12(2), 64-72.
- [3]. Utami, L. S., Baba, S., & Sirajuddin. S. N. (2016). Corellation between Farmers Characteristic and Farm Scale of Bufallo Farming in Sumbang Village Curio District Enrekang Regency.
- [4]. S.Rusdiana and Diana Andrianita Kusumaningrum (2018). Buffalo Livestock Marketing Value Margin Level and Traders Based on Price. *Jurnal Ilmu-Ilmu Peternakan*, 21(1), 17-28.
- [5]. Saleh, I. M., & Asnawi, A. (2014). Identifikasi karakteristik kerbau belang yang menentukan harga jual tertinggi di pasar hewan Bolu Kabupaten Toraja Utara. *Jurnal Ilmu dan Teknologi Peternakan*, 1(2), 167-176.
- [6]. Saleh I. M., Sirajuddin S. N., Abdullah, A., & Aminawar M. (2012). Pengaruh populasi dan tingkat pemotongan terhadap pengembangan agribisnis ternak kerbau di Kabupaten Toraja Utara. Dalam: Prosiding Seminar Nasional Pengembangan Agribisnis Peternakan Menuju Swasembada Protein Hewani. Purwokerto (Indonesia): *Universitas Jenderal Soedirman*. hlm. 223
- [7]. Kartika, K., Sirajuddin, S. N., & Rasyid, I. (2016). Factors Affecting Low Buffalo Ownership in Sumbang Village, Curio Sub District, Enrekang District. *Jurnal Ilmu dan Teknologi Peternakan*, 5(1), 47-50.
- [8]. Soeharsono, I., & Rusdiana S. (2017). Margin of Buffalo Marketing at the Bolu Animal Market, North Toraja District. *DOI: http://dx.doi.org/10.14334/Pros.Semnas.*, 219-227.
- [9]. Anshar, M. (2013). Pemetaan potensi pengembangan ternak kerbau di selatan. *Teknosains: Media Informasi Sains Dan Teknologi*, 7(1), 33-39.
- [10]. Kusnadi U. (2011). Nilai ekonomi tataniaga kerbau dari Kabupaten Padeglang dan Kabupaten Lebak Provinsi Banten. Dalam: Prasetyo LH, Damayanti R, Iskandar S, Herawati T, Priyanto D, Puastuti P, Anggraeni A, Tarigan S, Wardhana AH, Dharmayanti NLPi, penyunting. *Teknologi Peternakan dan Veteriner untuk Peningkatan Produksi dan Antisipatif terhadap Dampak Perubahan Iklim. Prosiding Seminar Nasional Teknologi Peternakan dan Veteriner*. Bogor, 7-8 Juni 2011. Bogor (Indonesia): Puslitbangnak. hlm. 217-226.
- [11]. Kusnadi, U. (2006). Kelayakan Usaha Ternak Kerbau untuk Penghasil Bibit dan Daging di Beberapa Agro-ekosistem. Kumpulan Hasil-Hasil Penelitian DIPA. Edisi Khusus Buku I. Ruminansia. Balai Penelitian Ternak, Bogor.
- [12]. Marewa, S. (2012). Analisis Keuntungan Pedagang Kerbau Antar Daerah Di Pasar Hewan Bolu Kecamatan Tallunglipu Kabupaten Toraja Utara. Fakultas Peternakan Universitas Hasanuddin, Makassar.
- [13]. Yulius, N. A. (2012). Penentuan Harga Jual Kerbau Belang Berdasarkan Karakteristik Di Pasar Hewan Bolu Kecamatan Tallunglipu Kabupaten Toraja Utara. *Universitas Hasanuddin, Makassar Retrieved from http://repository.unhas.ac.id/handle/123456789/2072.*

How to cite this article: Rasyid, I., Sirajuddin, S. N., Lestari, V. S. and Nirwana (2020). Identification of Buffalo Purchases in Bone District, South Sulawesi Province, Indonesia to meet the needs of the Toraja Traditional Party. *International Journal on Emerging Technologies*, 11(5): 621-622.