THE REALITY OF BEEF CATTLE BUSINESS MARKETING IN THE EASTERNMOST OF INDONESIA

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ABSTRACT

Objective: The success of the beef cattle business, of course, does not only improve input, production, and post-harvest management but also must be balanced with marketing management.

Theoretical framework: A marketing agency is urgently needed in the beef cattle business to move the business from producers to consumers. A marketing agency can facilitate the movement of businesses up to the consumer level. These agencies have varied forms, such as individuals, associations, or individuals. Beef cattle marketing agencies are breeders, collector traders, and wholesalers.

Method: The research was carried out in Merauke Regency. The research location was determined by purposive sampling or deliberately based on the consideration that Merauke Regency had the largest beef cattle population in Papua. The population in this research was beef cattle breeders and traders in Merauke Regency, taking three towns in each area with the biggest populace. The number of respondents who were taken was 15 breeders in each town, so the overall number of respondents was 45 breeders, whereas the census took dealers. The sampling of breeders was carried out using an accidental sampling technique and met the prerequisites, specifically, having sold hamburger cattle with more than five long times of cultivating encounters.
Results and conclusion: The results of this research indicated that there were four marketing channels for beef cattle, namely breeders-final consumers, breeders-collector traders-final consumers, breeders-wholesalers-final consumers, breeders-collector traders-wholesalers-final consumers. The largest margin marketing agency was the wholesalers on marketing channel III of IDR 1,800,772/head, with a profit of IDR 1,450,772/head. Meanwhile, the lowest margin marketing agency was collector traders in marketing channel II of IDR 529,891/head, with a profit of IDR 261,891/head. The most productive showcasing channel utilized was channel II since it had a smaller advertise productivity esteem than promoting channel IV.

Implications of the research: The beef cattle marketing system in Merauke consists of 4 marketing channels, namely breeders-final consumers, breeders-collector traders-final consumers, breeders-wholesalers-final consumers, breeders-collector traders-wholesalers-final consumers

Originality: The novelty of this research lies in the range of research locations. So far, it has only focused on a few village areas and sub-districts, while the research covers all Merauke Regency sub-districts.

Keywords: reality, marketing, livestock, beef cattle.
529.891/cabeça, com lucro de IDR 261.891/cabeça. O canal de divulgação mais produtivo utilizado foi o canal II, pois teve uma estimativa de produtividade publicitária menor do que o canal de promoção IV.

Implicações da pesquisa: O sistema de comercialização de bovinos de corte em Merauke consiste em 4 canais de comercialização, a saber: criadores-consumidores finais, criadores-coletores comerciantes-consumidores finais, criadores-atacadistas-consumidores finais, criadores-coletores comerciantes-atacadistas-consumidores finais

Originalidade: A novidade desta pesquisa está na variedade de locais de pesquisa. Até agora, concentrou-se apenas em algumas áreas de aldeias e subdistritos, enquanto a investigação abrange todos os subdistritos da Regência de Merauke.

Palavras-chave: realidade, marketing, pecuária, pecuária de corte.

1 INTRODUCTION

The success of the beef cattle business, of course, does not only improve input, production, and post-harvest management but also must be balanced with marketing management (Kim et al., 2022; Traoré et al., 2021; Fyka et al., 2019). Usually imperative to note since, without showcasing in a trade, the items delivered certainly cannot ideally back the family economy (Nampanya et al., 2015; Le Velly and Moraine, 2020; Malusi et al., 2021). By and large, beef cattle showcasing in Merauke is still controlled by promoting offices with huge capital, such as brokers, wholesalers, and butchers. The association of a few parties, such as breeders, showcasing offices, and customers, impacts relatively high prices due to marketing costs (Lutta et al., 2021; Heiberg and Syse, 2020; Kena, 2022).

The beef cattle population in Merauke Regency has increased from 2018-2022. This can be seen from the total beef cattle population, namely 24,521 heads in 2018 and 36,919 heads in 2022 (BPS, 2020). The following conditions indicate that the beef cattle business has increased rapidly enough to be developed as a commercial business. However, the development of beef cattle in Merauke Regency requires efforts to improve good management and pay attention to marketing aspects. All parties involved will benefit if the marketing mechanism runs well (Milán and González, 2022; Pulley et al., 2021).

Beef cattle marketing in Merauke Regency faces a few issues, counting cost and promoting costs. Breeders, by and large, act as cost takers since they are based on the offering cost of animals promoted by collector dealers through examination, so income at the breeder level is moo (Kumari et al., 2021; Bremer et al., 2022. In expansion, promoting areas distant from generation centers causes tall arrive transportation costs,
such as transportation costs, creature nourishment costs, and animal deterioration costs. On the other hand, if they sell livestock in their village or district, they face a relatively low price risk (Arief et al., 2019; Malenje et al., 2022).

The general marketing pattern is still traditional because breeders do not sell their livestock directly to wholesalers but to middlemen (intermediary traders). As a result, breeders receive relatively low prices. Livestock marketing should be carefully planned. Need to know the potential marketing location, population, income, and tastes. Merauke Regency is a potential area for developing beef cattle because it is an agricultural area. However, the development of cattle in Merauke Regency needs efforts to improve maintenance management and pay attention to marketing aspects. If the marketing mechanism runs better, all parties involved, both breeders, marketing agencies, and consumers, will benefit.

Marketing in Merauke Regency certainly involves business people, which causes costs to be incurred at each stage of the marketing channel. The more levels of marketing channels passed, the greater the costs incurred, so the marketing margin from the farmer level to the final consumer level is higher. Data on livestock marketing channels and the difference between the selling price of cattle paid by end consumers and the price received by producing farmers in Merauke Regency is limited and has not been recorded optimally. So this study requires specific data regarding marketing channels in Merauke Regency.

2 THEORETICAL FRAMEWORK

Independent of the benefits of cattle, communal agriculturists confront numerous challenges that limit them from producing wages for their animals. These challenges include deficient access to arrive and water, the need for advertising channels, destitute rangeland administration, nourishing assets, creature infections, littler crowd estimates, and stock theft (Malusi et al., 2021).

Making strides in the supportability of the bovine meat supply in Laos requires a framework approach, including enhancements to creature wellbeing and generation, animal showcasing, and the basic advancement of progressed slaughterhouse offices empowering a meat-processing division to develop. This advancement pathway is of specific significance for building the capacity of Laos to decrease frailty and nourishment to lighten the destitution of its, to a great extent, country's smallholder community (Nampanya et al., 2015).
Animal generation in arid and semi-arid ranges is vital for family nourishment and wage. Offering or buying animals and their items is vital among peaceful communities that determine their source of employment from animal generation. This study looked to decide components that influence the beginning choice of peaceful communities to take an interest in animal markets and the degree or level of support (Alphayo et al., 2020).

Beef cattle that are marketed can be differentiated between mothers, adult males, young females, young males, female calves, and male calves. At this age, beef cattle are marketed, resulting in different prices per livestock unit. Marketing of beef cattle is relatively easy for breeders to do. This is caused by end consumers and collecting traders coming directly to the breeder's location to buy beef cattle so that it is no longer difficult for farmers to market their livestock (Sani et al., 2023). The breeders themselves determine prices for beef cattle sold to breeders. However, the prices for the cattle sold are also usually determined by the collecting traders through a bargaining process with the producing breeders. At the farm level, some farmers seek price information from other farmers who have made sales or other collectors who are not their customers. However, most farmers seek price information from their regular collectors (Sani et al., 2021).

Market information received by breeders is still relatively limited except through fellow breeders, so breeders sell their livestock relatively cheaply. Farmers who know market prices or who know price developments usually sell their livestock when prices reach the highest value, namely during religious holidays (Hadini et al., 2023), while breeders who do not know price developments in the local market will sell their livestock at when traders or final consumers come to the location to buy their livestock or for certain reasons (Sani et al., 2021).

The role of local government is needed to build a price information network in the production center areas and disseminate it to the public so that business competition will be increasingly stimulated (Rizal et al., 2023). Meanwhile, suppose there is no price certainty for cattle at the farm level. In that case, it will weaken farming and animal husbandry activities which have been the mainstay of business (source of livelihood) in each research location village. Farmers usually sell livestock for old age or lack of productivity, family needs, higher prices, and maximum profits.

Marketing is an element that can incur costs and is important because without distribution, costs cannot be done perfectly, and products cannot be distributed to consumers. Companies have advantages in market competition to market products with
opportunities and potential buyers. So, companies must know market characteristics and market structure in producing consumer needs (Sandiah et al., 2021).

The role of the marketing channel is so important for running a business because it can support the smooth running of goods or services from producers to consumers (Indra et al., 2019). Marketing can be done directly that is done directly to the final consumer, and indirect marketing can be done through agents, wholesalers, and retailers. Marketing channels are carried out to make it easy for consumers to fulfill their life needs or in other words, goods marketing channels are used by producers in distributing these goods from producers to consumers because the right distribution channels affect the flow of goods moving from producers to consumers (Sumantri et al., 2013).

3 METHODOLOGY

The research was carried out in Merauke Regency. The research location was determined by purposive sampling or deliberately based on the consideration that Merauke Regency had the largest beef cattle population in Papua. The population in this research was beef cattle breeders and traders in Merauke Regency, taking three towns in each area with the biggest populace. The number of respondents who were taken was 15 breeders in each town, so the overall number of respondents was 45 breeders, whereas the census took dealers. The sampling of breeders was carried out using an accidental sampling technique and met the prerequisites, specifically, having sold hamburger cattle with more than five long times of cultivating encounters.

The information obtained in this inquiry about was analyzed subjectively and quantitatively based on Swasta’s (1993) formula, namely:

1. Beef cattle marketing channels and agencies were analyzed qualitatively.
2. Beef cattle marketing margins at each marketing agency used the formula:

\[
M = Hp - Hb
\]

Description:

\[
M = \text{Marketing margins (IDR/head)}
\]
\[
Hp = \text{Selling price (IDR/head)}
\]
Hb = Purchase price (IDR/head)

3. Marketing margins for each marketing channel model involved were used the formula:

\[ M_t = M_1 + M_2 \ldots + M_n \]

Description:

- \( M_t \): Total marketing margin
- \( M_1 \): 1\(^{st}\) marketing margin of marketing agencies
- \( M_2 \): 2\(^{nd}\) marketing margin of marketing agencies
- \( M_n \): \( n\) marketing margin of marketing agencies

4. The profit of promoting meat cattle at each promoting office included was utilized in the equation:

\[ \pi = M_t - TC \]

Description:

- \( \pi \): Marketing agency profits
- \( M_l \): Marketing breeder margins
- \( TC \): The total costs incurred by each marketing agency

4 RESULTS AND DISCUSSION

4.1 MARKETING AGENCY

A marketing agency is urgently needed in the beef cattle business to move the business from producers to consumers (Kena, 2022). A marketing agency can facilitate the movement of businesses up to the consumer level. These agencies have varied forms, such as individuals, associations, or individuals. Beef cattle marketing agencies in Merauke are breeders, collector traders, and wholesalers (Moorey and Biase, 2020).

a. Breeders

Breeders are people who raise livestock or are called beef cattle producers. Breeders are producers because they can act as marketing agencies in the form of individuals so that the cattle are raised and marketed (Traoré et al., 2021).

b. Collector Traders
Collector traders are beef cattle traders domiciled or from the breeder's district. Collector dealers play a vital part in promoting meat cattle both in the beginning and exterior range (Ilukor et al., 2022). In this inquiry, ten collectors dealers are included in promoting hamburger cattle. This gives a slight advantage for breeders, particularly concerning transportation costs. The normal number of meat cattle showcased by collectors dealers per deal ranges from 2 - 3 heads.

c. Wholesalers
Wholesalers buy beef cattle from collector breeders to trade again outside the area and butcher entrepreneurs (Ilukor et al., 2022). In this research, the number of wholesalers involved is one person.

4.2 MARKETING CHANNEL
Collector breeders and wholesalers still control most beef cattle marketing in Merauke Regency. This is caused by various limitations owned by breeders, including lack of facilities, lack of capital, low level of breeders' knowledge in the cattle marketing process, and more efficiency in terms of time and cost (Buddle et al., 2023). The research results show that beef cattle marketing has several marketing channels involving marketing agencies.

Figure 1. Marketing channel for beef cattle in Merauke
a. **Marketing Channel I**

Breeders offer meat cattle specifically to shoppers within the promoting channel I, so no broker exists. Hamburger cattle promotion carried out by breeders does not go through brokers but offers it straightforwardly to last shoppers. This showcasing channel is mostly carried out at the hamburger cattle breeder's put, where shoppers go specifically to the breeder and purchase hamburger cattle. Customers in this channel are, by and large, inhabitants around the inquire about area who purchase cattle for sudden needs, such as thanksgiving and devout occasions. The number of animals exchanged ranges from 1-2 heads per deal. The average selling price of brood beef cattle aged 2-3 years is IDR 5.821,053/head, and adult bulls aged 2 years is IDR 7.380,702/head. The normal offering cost of meat cattle is based on the body weight and age of the cattle.

b. **Marketing Channel II**

Promoting channel II includes one broker, specifically collector dealers. This promoting channel begins from breeders to collector dealers and, after that, to the ultimate customer. Collector dealers advertise hamburger cattle specifically to shoppers. The average selling price of brood beef cattle aged 2-3 years is IDR 7.130,769/head, and for bulls aged 2 years is IDR 8.513,889/head by a cash installment framework. The assurance of the offering cost of meat cattle is generally based on the body weight and age of the cattle. Shoppers buying meat cattle through this promoting channel live within the locale, territorial dealers, butchers, or the RPH Merauke (Omer et al., 2021).

c. **Marketing Channel III**

Showcasing channel III includes one broker, specifically wholesalers. This promoting channel begins from breeders to wholesalers to the ultimate buyer. Wholesalers advertise hamburger cattle specifically to shoppers. The average selling price of beef cattle for brood beef cattle aged 2-3 years is IDR 7.403,000/head, and for bulls aged 2 years is IDR 9.400,300/head by a cash payment system.

d. **Marketing Channel IV**

Promoting channel IV includes two promoting offices disseminating meat cattle from breeders to last customers, specifically collector dealers, and wholesalers. A promotion channel for Merauke's meat cattle begins with breeders offering hamburger cattle to collector dealers, wholesalers, and last customers. In this showcasing channel, one distributor disperses hamburger cattle from collector dealers to the last customers. Collector traders will market beef cattle from breeders according to the price agreed to
by the wholesalers with an average selling price of brood beef cattle aged 2-3 years with IDR 8,140,779/head and adult bulls aged 2-3 years with IDR 9,533,899/head. Moreover, wholesalers specifically showcase meat cattle to last customers with an average offering cost of IDR 8,550,000/head and bulls with IDR 9,100,000/head. 

Collector traders’ activities in buying beef cattle are carried out every day. However, the availability of beef cattle is not always, so there are times when the collector’s traders do not get beef cattle to sell to wholesalers (Bremer et al., 2022).

4.3 MARKETING MARGIN

Based on the table above, a marketing channel I have no difference in price or margin from breeders to consumers because this channel is carried out directly, with an average selling price of IDR 6,600,878/head. In this marketing, breeders and consumers do not feel disadvantaged because it goes directly to the breeders without going through brokers. The existence of brokers in the marketing of beef cattle causes a difference in prices between breeders and final consumers. In the second marketing channel, one broker, the collector trader, has a purchase price of IDR 6,600,878/head and a selling price of IDR 7,822,329/head, so the margin is IDR 529,891.

Marketing channel III involves one broker, wholesalers, with a purchase price of IDR 6,600,878/head and a selling price of IDR 8,401,650/head, so the margin is IDR 1,800,772. Wholesalers get big profits in this channel because the selling price is very high. Marketing channel IV involves two marketing agencies, namely collector traders and wholesalers. Collector traders buy beef cattle from breeders for IDR 6,600,878/head and sell it to wholesalers for IDR 7,822,329/head, with a margin of IDR 529,891/head. Then, wholesalers sell to final consumers for IDR 8,401,650/head, with an IDR 579,321/head margin. Thus, the total margin on marketing channel IV is IDR 1,059,782. This condition aligns with Heiberg and Syse (2020) understanding that the longer the removal and the more brokers included in promoting, the higher the promoting costs and the more noteworthy the exchanging edge. The marketing margin at each marketing agency in the beef cattle marketing channel can be seen in Table 1.
Table 1. The average marketing margin of beef cattle in Merauke Regency

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Status</th>
<th>Livestock Purchase Price (IDR/head)</th>
<th>Livestock Selling Price (IDR/head)</th>
<th>Margin (IDR/head)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Breeders</td>
<td>-</td>
<td>6.600.878</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Final Consumers</td>
<td>6.600.878</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Margin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>Breeders</td>
<td></td>
<td>6.600.878</td>
<td>529.891</td>
</tr>
<tr>
<td></td>
<td>Collectors Traders</td>
<td>6.600.878</td>
<td>7.822.329</td>
<td>529.891</td>
</tr>
<tr>
<td></td>
<td>Final Consumers</td>
<td>7.822.329</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Margin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Breeders</td>
<td></td>
<td>6.600.878</td>
<td>1.800.772</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>6.600.878</td>
<td>8.401.650</td>
<td>1.800.772</td>
</tr>
<tr>
<td></td>
<td>Final Consumers</td>
<td>8.401.650</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Margin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>Breeders</td>
<td></td>
<td>6.600.878</td>
<td>579.321</td>
</tr>
<tr>
<td></td>
<td>Collectors Traders</td>
<td>6.600.878</td>
<td>7.822.329</td>
<td>579.321</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>7.822.329</td>
<td>8.401.650</td>
<td>579.321</td>
</tr>
<tr>
<td></td>
<td>Final Consumers</td>
<td>8.401.650</td>
<td></td>
<td>1.059.782</td>
</tr>
<tr>
<td></td>
<td>Total Consumer</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed in 2022

The activities carried out by marketing agencies for beef cattle are different, causing the margins for each agency to vary. This is to Erika's (2020) conclusion that the measure of the promoting edge will be distinctive for each promoting channel since each advertiser incorporates a distinctive offering cost.

**a. Marketing Agency Costs**

Promoting costs for hamburger cattle are caused by the promoting preparation, beginning from when the meat cattle are sold from the hands of the breeders until they are gotten by the ultimate shoppers (Kumari et al., 2021). The marketing agencies involved bear the marketing costs, including transportation, labor, and informant costs. Table 2 above shows that breeders in marketing channel I do not incur costs in marketing their livestock. Marketing channel II involves one broker, namely collector traders. Costs incurred by collector traders, such as transportation, labor, and informants costs, are IDR 220,000/head. Marketing channel III involves one broker, namely wholesalers. The amount of marketing costs can be seen in Table 2.
Table 2. The average costs and profits of beef cattle marketing agencies

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Status</th>
<th>Margin (IDR/head)</th>
<th>Total Cost (IDR/head)</th>
<th>Profit (IDR/head)</th>
</tr>
</thead>
<tbody>
<tr>
<td>II</td>
<td>Collector Traders</td>
<td>529.891</td>
<td>220.000</td>
<td>261.891</td>
</tr>
<tr>
<td>III</td>
<td>Wholesalers</td>
<td>1.800.772</td>
<td>350.000</td>
<td>1.450.772</td>
</tr>
<tr>
<td>IV</td>
<td>Collector Traders</td>
<td>529.891</td>
<td>220.000</td>
<td>261.891</td>
</tr>
<tr>
<td>IV</td>
<td>Wholesalers</td>
<td>579.321</td>
<td>350.000</td>
<td>229.321</td>
</tr>
</tbody>
</table>

Source: Data processed in 2022

Wholesalers' costs, such as transportation, labor, and informants, are IDR 350,000/head. In marketing channel IV, beef cattle sales start from breeders to collector traders and continue to wholesalers. Collector traders' costs, such as transportation, labor, and informant costs, are IDR 220,000/head. Meanwhile, wholesalers use transportation, labor, and informants costs of IDR 350,000/head. The sum of showcasing costs caused by each showcasing organization is diverse, usually due to the diverse exercises carried out by each office amid the showcasing preparation (Nampanya et al., 2015).

b. Marketing Profits

The marketing agency with the highest profit is the wholesaler on marketing channel III, IDR 1,450,772/head, and the lowest is the wholesaler on marketing channel IV, IDR 229,321/head. The low profits of wholesalers are due to a large amount of business being carried out, so if the profits are low, low profits, if accumulated in large quantities, will get large profits. These results per Moorey and Biase, (2020) opinion that marketing distance will cause differences in the size of profits. Costs at each promoting organization change significantly depending on the estimate of the benefits taken by each showcasing office.

c. Marketing Efficiency

The short length of the marketing channel will determine the price and the level of marketing efficiency (Buddle et al., 2023). To decide the proficiency of each showcasing channel, it is vital to know the costs and costs gotten by the ultimate customers in each promoting channel. Based on Table 3, the beef cattle marketing channel with the smallest efficiency value is marketing channel II, equal to 2.81%. Then, the largest is marketing channel IV, which is 6.97%. Therefore, the most efficient marketing channel is marketing channel II. Usually, promoting costs brought about by promoting channel II are littler than other promoting channels. The lower the promoting productivity, the littler the costs brought about. The productivity of the hamburger cattle showcasing channel in Merauke can be seen in Table 3.
Table 3. The efficiency of beef cattle marketing in Merauke

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Status</th>
<th>Total Cost (IDR/head)</th>
<th>Selling (IDR/head)</th>
<th>Efficiency (IDR/head)</th>
</tr>
</thead>
<tbody>
<tr>
<td>II</td>
<td>Collector Traders</td>
<td>220.000</td>
<td>7.822.329</td>
<td>2,81</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>Wholesalers</td>
<td>350.000</td>
<td>8.401.650</td>
<td>4,16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>Collector Traders</td>
<td>220.000</td>
<td>7.822.329</td>
<td>2,81</td>
</tr>
<tr>
<td></td>
<td>Wholesalers</td>
<td>350.000</td>
<td>8.401.650</td>
<td>4,16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td>6,97</td>
</tr>
</tbody>
</table>

Source: Data processed in 2022

5 CONCLUSION AND RECOMMENDATION

Merauke's beef cattle marketing system consists of 4 marketing channels: breeders - final consumers, breeders - collector traders - final consumers, breeders - wholesalers - final consumers, breeders - collector traders - wholesalers - final consumers. The marketing agency that obtains the largest margin is the wholesalers on marketing channel III of IDR 1.800,772/head, with a profit of IDR 1.450,772/head. Meanwhile, an agency with the lowest margin is collector traders in marketing channel II of IDR 529,891/head, with a profit of IDR 261,891/head. The most efficient marketing channel used is marketing channel II because it has a smaller market efficiency value than marketing channel IV. Through this study, researchers recommend government policies in controlling the price of cattle to prevent price manipulation by intermediaries.

ACKNOWLEDGMENTS

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