

## THE SOCIOECONOMIC OVERVIEW OF GRAMOXONE HERBICIDE CONSUMERS IN AMBON CITY

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### ABSTRACT

*The purpose of this study was to determine the socioeconomic overview of gramoxone herbicide consumers in Ambon City. The research method used is descriptive analytic with Likert scale analysis tools. The sampling method in this study is purposive sampling. The number of samples in this study was 100 respondents taken using the Roscoe formula. The results showed that the description of the socioeconomic picture of gramoxone herbicide consumers based on gender was dominated by 55 women. Based on age, it is dominated by 36-45 years as many as 40 people. Based on the level of education, it is dominated by Senior High School as many as 32 people. Based on the profession that all consumers are farmers who use gramoxone herbicide directly on their agricultural land. Based on income level, it shows that the majority of consumers have income above IDR 2,000,000 as many as 33 people. Based on experience shows that the majority of consumers who use gramoxone herbicide 3-5 years as many as 41 people. Based on knowledge shows that the majority of consumers who know the benefits of gramoxone herbicide very well as 59 people.*

**Keywords:** Socioeconomic, Consumer, Gramoxone Herbicide

### 1. Introduction

Consumer is every user of goods and / or services available in society, both for the benefit of themselves, family, others and other living things and not for trade (Suryani, 2003; Sumarwan 2011). Sukirno (2006) explained that the consumption of goods and / or services by consumers is influenced by several factors such as income, price level, number of family members and education level. An understanding of the characteristics of consumers in a city becomes important in designing effective marketing strategies and producing products or services that are relevant to consumer needs and preferences. As the capital of Maluku Province, Ambon City, has social, economic, and cultural uniqueness that can affect the characteristics of its consumers.

In the context of demographics, consumer characteristics in Ambon City include factors such as age, gender, education, income, and employment status. For example,



young consumers in Ambon City may have different preferences than older consumers, or consumers with a high level of education may have a tendency to seek quality and innovative products.

Consumer behavior is also an important focus in understanding consumer characteristics in Ambon City. How consumers seek information, make purchasing decisions, and interact with brands and products can provide valuable insights for businesses in Ambon City. An understanding of consumer preferences, buying patterns, and factors influencing purchasing decisions will help in devising the right marketing strategy.

Gramoxone herbicide is one type of herbicide used in agriculture to control weeds. This product has long been used by farmers in an effort to increase agricultural yields by reducing weed competition. The use of this herbicide is strongly influenced by the characteristics of consumers, including farmers and other users who use Gramoxone in their agricultural practices. In a social context, the use of Gramoxone herbicide can affect the relationship between farmers and the surrounding environment and local communities. Improper use of herbicides can lead to water and soil pollution, as well as negatively impact biodiversity. In addition, the use of herbicides can also affect the health of farmers and local communities if not done carefully.

Understanding the relationship between consumer characteristics and the use of the Gramoxone herbicide can provide valuable insights in the development of more effective strategies for the use of this herbicide. At the individual level, consumer characteristics such as knowledge, attitudes, risk perception, and previous experience can influence herbicide use decisions. Knowledge of the effectiveness, safety, and method of application of the Gramoxone herbicide can influence whether a person chooses to use it. In addition, attitudes toward herbicide use, perceived risks related to environmental and health impacts, as well as previous experience in using herbicides can also play an important role in consumer decisions.

On the agricultural context side, factors such as the size of the farmland, the types of crops grown, the agricultural systems used, and accessibility to information and resources can influence the use of the Gramoxone herbicide. For example, farmers with larger tracts of farmland may be more likely to use these herbicides for more intensive weed control. In addition, social factors such as interaction with other farmers, group influences, and market pressures can also influence consumer decisions regarding the use of this herbicide.

Based on the above background, the author conducted a study entitled "The Socioeconomic Overview Of Gramoxone Herbicide Consumers In Ambon City" which includes gender, age, education level, occupation, income level, experience consumer and consumer knowledge. This study aims to determine the socioeconomic picture of gramoxone herbicide consumers in Ambon City.

## 2. Literature Review

### 2.1. The Socioeconomic Overview

Socioeconomic condition is a condition or position that is socially regulated and is a person in a certain position in the social structure of society, the granting of this position is also accompanied by a certain position in the social structure of society, the granting of this position is also accompanied by a set of rights and obligations that must be fulfilled by the status bearer (Dewi, 2009). Socio-economic is the position or position of a person in a community group determined by the type of economic activity, education and income (Wayan, 2014).

Melly G Tan in Hendratmoko 2012 (Novita Sulistyorini, 2014), that socioeconomic position includes 3 (three) factors, namely employment, education, and income. The above opinion is supported by MaMahbud UI Hag from the World Bank together with James Grant from the Overseas Development Council said that socioeconomic life is focused on healthy health, education, housing, and water services and supported by decent work. Based on this opinion, it can be seen that socioeconomic status is a person's ability to be able to place themselves in their environment, so that they can determine attitudes based on what they have and the ability to successfully run a business and succeed in fulfilling it (Novita Sulistyorini, 2014).

### 2.2. Characteristics Consumer

Characteristics that usually influence consumers in making purchasing decisions are cultural, social, personal and psychological characteristics (Kotler and Armstrong, 2008:159). Individual characteristics are traits that are different from other people owned by each employee that can show differences in the ability to maintain and improve their performance in an organization, one of the definitions of individual characteristics according to Aktarina (2015:45).

There is also another opinion about individual characteristics is the difference between individuals from one another because of different needs and potentials (Husein, 2012:36). From the above understanding, it can be concluded that individual characteristics are characteristics possessed by a person who can distinguish himself from others in terms of making purchases on a product.

In the context of demographics, consumer characteristics include factors such as age, gender, education, income, and employment status.

### 2.3. Gramoxone Herbicide

Herbicides are derived from organic or inorganic chemical compounds or derived from metabolites extracted from an organism. Herbicides are toxic to weeds or nuisance plants, as well as to plants. Herbicides applied with high doses will kill all parts of the plant. But at lower doses, herbicides will kill certain plants and not damage others.

According to Sukman (1991) there are several advantages of using herbicides including: can control weeds before disturbing cultivated plants, can prevent damage to the roots of cultivated plants, more effective in killing weeds, in low doses can act as a growth hormone, and can increase the production of cultivated plants compared to weed control treatment in other ways.

Gramoxone 276 SL is a full-growing herbicide in the form of a dark green water solution, which is very effective for controlling all types of weeds that attack plants, especially broadleaf, narrow and puzzle weeds in maize (TOT), rice (TOT), corn, cocoa and oil palm cultivation soil. Gramoxone 276 SL is a non-selective contact herbicide that acts quickly to control various types of weeds on plantation, agricultural and vegetable crops.

### 3. Research Methods

The research method used is descriptive analytic with Likert scale analysis tools. The sampling method in this study is purposive sampling. The number of samples in this study was 100 respondents taken using the Roscoe formula.

### 4. Result

The characteristics of the socioeconomic overview of gramoxone herbicide consumers in Ambon City are gender, age, education level, occupation, income level, experience and knowledge.

#### 4.1. Characteristics Consumer by Gender

Gender differences can be a differentiating factor in making a purchase of a product. The characteristics of consumer by gender can be seen in table 1.

Table 1. Characteristics of Consumer Based on Gender

Gender	Person	Percentage (%)
Man	45	45
Woman	55	55
<b>Total</b>	<b>100</b>	<b>100</b>

From table 1 showing consumer data with gender categories, it can be seen that the majority of consumers in this study are women. According to Sonsaka (2011) observed that women have a greater tendency to behave consumptively than men. This is because female consumers tend to be more emotional, while men use reason more in the amount of money spent.

#### 4.2. Consumer Characteristics by Age



The age or age of consumer in this study can be known from the results of grouping which is divided into the ages of < 17 years, < 25 years, 25 – 35 years, 36 – 45 years, and > 45 years. Here is table 2 characteristics of consumer based on their age.

Table 2. Characteristics of Consumer Based on Age

Age (Years)	Person	Percentage (%)
< 17	2	2
< 25	11	11
25 - 35	14	14
36 - 45	40	40
> 45	33	33
<b>Total</b>	<b>100</b>	<b>100</b>

From table 2 showing consumer personal data with categories based on age, it can be concluded that the majority of consumers sampled in this study are aged between 36-45 years. This is supported by Mantra (2004) which states that the age group of 15-64 years is the productive age of farmers.

#### 4.3. Characteristics Consumer by Education Level

The level of education determines a person in receiving knowledge and information. Consumer characteristics by education level can be seen in table 3.

Table 3. Characteristics of Consumer Based on Education Level

Education Level	Person	Percentage (%)
Elementary	10	10
Junior High School	16	16
Senior High School	32	32
Diploma	13	13
Bachelor	29	29
<b>Total</b>	<b>100</b>	<b>100</b>

Based on table 3 showing consumer personal data with education level categories, it can be seen that the majority of consumers in this study have high school education levels. Where the level of education can also affect the insight and knowledge possessed by farmers.

#### 4.4. Characteristics Consumer by Profession

Consumer purchasing decision behavior is influenced by individual characteristic factors (Sunyoto, 2012). These characteristics include work can be seen in table 4.

Table 4. Characteristics of Consumer Based on Profession

Profession	Person	Percentage (%)
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Farmers	100	100
Non Farmers	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

Based on table 4 showing It can be known that consumers with job categories show that all consumers in this study are farmers who use gramoxone herbicide directly on their agricultural land.

#### 4.5. Characteristics Consumer by Income Level

Consumer income is the average income received in one month. The diversity of consumers is based on income which can be shown in table 5.

Table 5. Characteristics of Consumer Based on Income

Income (IDR)	Person	Percentage (%)
< 500,000	0	0
500.000 – 1.000.000	16	16
1.000.000 – 1.500.000	19	19
1.500.000 – 2.000.000	28	28
> 2,000,000	33	33
<b>Total</b>	<b>100</b>	<b>100</b>

Based on table 5 showing categories based on income, it can be concluded that the majority of consumers in this study have an income of more than Rp 2,000,000. This happens because many farmers have other professions as traders by selling their agricultural products so that they have 2 (two) sources of income, namely on-farm income and off-farm income.

#### 4.6. Characteristics Consumer Based on Experience

The diversity of respondents based on consumer experience in the period of using gramoxone herbicide in Ambon City can be seen in table 5.

Table 6. Characteristics of Consumption Based on Usage Experience

Experience (Years)	Person	Percentage (%)
< 1	0	0
1 - 2	14	14
2 - 3	12	12
3 - 5	41	41
> 5	33	33
<b>Total</b>	<b>100</b>	<b>100</b>

Table 6 shows the categories of consumer experience in the duration of use of the Gramoxone herbicide. From the data above, it can be concluded that the majority of



consumers in this study are consumers with 3-5 years of consumer experience. This proves that farmers have high loyalty to the herbicide Gramoxone.

#### 4.7. Characteristics Consumer Based on Knowledge

According to Nitisusastro (2012), consumer knowledge is knowledge about the name on a product, product benefits, how much it costs and where the product can be obtained. The category of consumer knowledge in this study is seen based on knowledge of the benefits of Gramoxone herbicide products which can be seen in table 7.

Table 7. Characteristics of Knowledge Based Knowledge

Knowledge	Person	Percentage (%)
Very Poor	1	1
Poor	4	4
Fair	5	5
Good	31	31
Excellent	59	59
<b>Total</b>	<b>100</b>	<b>100</b>

Table 7 shows categories of consumer knowledge regarding the benefits of the herbicide Gramoxone. From the data above, it can be concluded that the majority of consumers in this study are consumers with excellent knowledge of the benefits of Gramoxone herbicide products. This proves that consumer knowledge can influence the purchase decision-making process.

## 5. Conclusion

From the results of research that has been conducted on gramoxone herbicide consumers in Ambon City with a total of 100 respondents, it can be concluded that the description of the socioeconomic overview of gramoxone herbicide consumers based on gender is dominated by 55 women. Based on age, it is dominated by 36-45 years as many as 40 people. Based on the level of education, it is dominated by Senior High School as many as 32 people. Based on the work that all consumers are farmers who use gramoxone herbicide directly on their agricultural land. Based on income level, it shows that the majority of consumers have income above IDR 2,000,000 as many as 33 people. Based on experience shows that the majority of consumers who use gramoxone herbicide 3-5 years as many as 41 people. Based on knowledge shows that the majority of consumers who know the benefits of gramoxone herbicide very well as 59 people.

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