

Non-Material Value as the Dominant Factor in Determining the Selling Price of Ayam Sabung

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Abstract

Purpose: for knowing the factors determining the selling price of fighting cocks and the factors considered by buyers in buying fighting cocks.

Methodology: The interpretive paradigm was chosen in this study, using two informants, namely the manager of the cockfighting coop and the buyer of the fighting cock.

Findings: The selling price of fighting cocks is set to be very high compared to chickens that are for consumption. The determining factor for the selling price is not just the acquisition price of the chickens, costs incurred to raise the chickens and profit margins, but the main considerations are non-material factors, namely looking at the history of cockfighting, the ancestry of the chickens, the physique of the chickens, and the credibility of the cockfighting manager. The emotional side of the owner of the fighting cock also has an important portion that causes the cock to get special treatment. Buyers of fighting cocks dare to buy at high prices because of considerations of trust in the owners of fighting cocks that arise from getting to know each other, so that buyers know the background of fighting cocks.

Keywords: *Selling Price, Accounting, Buying and Selling, Fighting Cocks, Culture, Values.*

INTRODUCTION

Price is an inseparable part of the sale and purchase transaction after the goods. Setting the selling price is the point where the transaction can run, because it relates to the agreement between the seller and the buyer. Pricing is an attempt to determine the buying and selling price of merchandise, which in practice is not just a calculative calculation, which can represent costs and profits (Hidayat & Triyuwono, 2019) or always matched with material or nominal (Rachmi & Sawarjuwono, 2020). Setting the selling price is also integrated with religious values (Alimuddin, Triyuwono, Irianto, & Chandrarin, 2011) and rely on cultural values (Amaliah & Sugianto, 2018; Antong & Riyanti, 2021; Ma'shumah & Tumirin, 2018; Zalshabila, 2012).

The community has different views and judgments regarding the determination of the selling price, such as the Makassar ethnic yellow

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rice seller with a cultural understanding of *siri na pacce*^F. The selling price of yellow rice is set apart from considering production and raw materials, The Siri Culture^G accompanies it in the production process, such as optimizing cooking spices and producing delicious dishes to hope for blessings (Abdi & Abdullah, 2020). The selling price concept set by the Betawi people is not only formed by material values, but also contains religious values in the form of alms and social values (Amaliah & Sugianto, 2018). This means the selling price in Betawian culture the selling price in selling activities carried out by the Betawian community is basically intended for the attainment of blessings from the Creator.

Unique pricing practices also occur in milkfish auction transactions in Gresik. The milkfish auction is a tradition called the milkfish market, which is carried out to preserve regional culture and raise the economy of the Gresik community. The price offered in the milkfish contest is not cheap, but for those who win the milkfish contest it will have an impact on reputation and is useful for increasing business relations for the sake of their business continuity (Ma'shumah & Tumirin, 2018) and The milkfish auction price perspective is a way to attract people to share (Rachmi & Sawarjuwono, 2020). Setting a high selling price and still in demand by buyers can be seen in the buying and selling of buffalo in Toraja, where the selling price of a single buffalo can reach hundreds of millions of rupiah. The high price of buffalo reflects spiritual/cultural values, namely the value of *pa`pakaborosan* (love), the value of *siri`/longko`* and the value of *longko` to tuo* (prestige) which is influenced by ancestral religion (*Aluk Todolo*) (Paranoan, 2014).

Narayana & Darmawan (2021) also wanted to know the determination of the cost of goods sold for buffalo in the Barapan Kebo custom in Sumbawa Besar Regency. Likewise, Saleh & Asnawi (2014) also wheezed identify the characteristics of the striped buffalo that determine the highest selling price at the animal market in North Toraja Regency. The striped motif (the location of the black and white colors on the skin) is the characteristic that gets the highest rating in determining the selling price of the striped buffalo, apart from eye color, model and color of the horns, tail condition and fur swirls. These beliefs are believed to be a consideration in selecting buffalo and determining the price.

The results of the research regarding the determination of the selling price, it is seen that the imposition of a high selling price is no longer related to production costs, cost of goods manufactured and the desired profit. Get carried away by cultural values that are believed in determining the selling price. This phenomenon is also seen in the selling price of fighting cocks. The results of the initial search of the researchers found that the price of fighting cocks sold in the fighting

^Fis a philosophy of life for the people of South Sulawesi which means maintaining self-respect and being firm in one's stance.

^Gis shame (psychological condition) that decomposes into human dignity. It becomes a philosophy of life for the Bugis people which is embodied in customs and social and religious life.

cock community in an area in Surabaya could penetrate the price of up to hundreds of millions of chickens per head. In order to obtain a clear understanding in this article and prevent misunderstandings regarding fighting cocks which are synonymous with pitting living creatures (where this practice is prohibited because it violates religious teachings), it is necessary to explain in advance the scope of this research, namely regarding the determination of the selling price of chickens. fighting with a fighting cock seller in an area in Surabaya. Understanding the selling price through various points of view with the object where accounting is practiced is one of the efforts in developing the diversity of the accounting field. To achieve this, the purpose of this study is to find out the practice behind the pricing of fighting cocks and the basic considerations of consumers buying fighting cocks.

METHOD

This study seeks to understand the social meaning of a number of individuals in a group of people and is in an interpretive paradigm. Researchers directly become research instruments. The unit of analysis in this study is the determination of the selling price of fighting cocks in the fighting cock community. In accordance with the unit of analysis, the informants in this study are the manager of the cage named Mr. Reno, and the buyer named Mr. Seno. The research site is in the Surabaya Indonesian area, which cannot be stated in detail because of an agreement with the informant who asked to keep the name of the area where the fighting cocks are buying and selling.

Data were collected by interviewing the manager of the cage and buyers of fighting cocks. In addition to interviews, data collection in this study was also carried out through observation and documentation. Observations were made on the activities of sellers taking care of fighting cocks and buying and selling transactions of fighting cocks. To analyze this data using qualitative data analysis techniques, because the data obtained is a collection of information. The process of data analysis begins by examining all data obtained from various sources, namely through observation, interviews, and documentation. Activities in analyzing data are data reduction, data presentation, and drawing conclusions. In conducting data analysis, it is carried out simultaneously with the process of data collection, data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

Ayam Sabung^H (cockfighting) is an animal that is often fought as a symbol of the joy of power, strength can be seen in the meaning of the word fighting (*Sabung*) in cockfighting. Historically, the word cockfighting which is found in inscriptions around 922 AD is metaphorically interpreted as a hero, soldier, winner, it has been practiced by the Balinese since the 10th century and in Java,

^HThe meaning of the word *sabung* here is a fight or a fight, so *ayam sabung* is the chickens used in cockfighting matches.

cockfighting has been carried out since the 11th century (Rafles, 2014). When viewed from its history, this proves that cockfighting has become a hereditary culture in Indonesia. This activity is always connected between cockfighting and the power, status and self-esteem of the perpetrators (Rachmat & Yuniadi, 2018; Warta, 2019), so that cockfighters are willing to buy imported chickens for cockfighting at very high prices to buy chickens and improve the quality of their chickens in fighting where maintenance costs are not cheap (Basuki Widodo, 2017).

The determination of the price of fighting cocks is unique, because there are other factors to determine the price of the chicken. The price of fighting cocks is high when the cock wins the game. The results of an interview with Mr. Reno showed that the price of chickens could penetrate the range of millions per head.

“Ayam bosnya ini sering juga ditawar sama orang, gara-gara dia liat sering menang. Ada yang nawar Rp. 30.000.000 ada yang berani Rp 50.000.000. Tapi yang punya ga mau lepas. Jangankan ayam mahal, yang murah-murah kadang ga dilepas sama bosnya, kalo masih cantik mainnya...”

Statement translation:

“The boss's chicken is often bargained with by people, because he sees that he often wins. Some bid IDR30,000,000.00¹ some dare to IDR50,000,000.00 ... But those who have do not want to let go. Let alone expensive chicken, the cheap ones are sometimes not released by the boss, if they are still beautiful to play...”

Mr. Reno revealed that there is a sentimental value to his chickens, sometimes it cannot be paid for by the nominal price offered by the buyer. This is because the owner also still enjoys the beauty of fighting his chickens. As proof that the chickens have sentimental value in the hearts of their owners, it can be seen by giving each chicken a name, this was expressed by Mr. Reno as follows:

“Sangking sayangnyanya sama ayam, bosnya kasih nama semua ayamnya. Ini namanya pak guru (sambil menunjuk ayam-ayamnya). Loh jangan salah, Saya aja sama ayam ayam ini, masih bersihan ayamnya daripada saya.”

Statement translation:

“As a form of affection for his pet chicken, the boss gave the names of all the chickens. This is the teacher's name (pointing to the chickens). Don't get me wrong, I'm just the same as this chicken, the chicken is still cleaner than me.”

Mr. Reno said that he really enjoyed his job as a cage manager because the principle of belonging was already immersed. By painstakingly caring for and training the chickens, it is proven that the cage looks clean and there is no strong smell of poultry manure. Mr. Reno can also be close to the chickens it is not uncommon for Mr. Reno

¹IDR = Indonesian Rupiah

to talk to the chickens while gently rubbing the chicken's neck. However, the chicken did not rule out the possibility of being released to the buyer. This can happen because according to Mr. Reno's expression:

"Yaitu kalo harganya cocok, kalo ayam sudah pensiun, mainnya sudah nggak bagus, ya kadang dijual."

Statement translation:

"That is, if the price is right, if the chicken is retired, the game is no longer good, so sometimes it is sold."

Chickens will be sold if the price is in accordance with the wishes of the owner, unsatisfactory chicken performance is usually caused by trauma that cannot be lost, or physical defects, and the age of the chicken is not young. These chickens are usually sold to friends of fighting cock owners, friends of coop owners usually target retired champion cocks for breeding. One of the names of the fighting cock owner's friends is Pak Seno. Mr. Seno also gave reasons why he bought the chicken.

"saya beli disini soalnya ayam yang diramut Pak Reno bagus-bagus, rata-rata menangan mas. Saya juga kenal lama dengan beliau, bosnya juga. Sering sharing juga. Belajar nglatihnya disini juga biar bisa juara juga."

Statement translation:

"I bought it here because Mr. Reno's chicken was really good, he won on average, bro. I also know him for a long time, his boss too. Sharing often too. Learn to train here too so you can win too."

Mr. Seno revealed that the chickens that were cared for and trained by Mr. Reno were of good quality, besides that buyers like Mr. Seno were sure to buy because of the credibility of the chicken nurse. As well as hoping to raise fighting cocks and produce champion cocks. Regarding the payment, Mr. Reno stated as follows:

"kalo sama Reno gapake persekot (DP) ya tinggal telpon saya, ayam yang disukai. Nanti ga mungkin saya jual ke orang lain. Kalo yang lain pakai persekot, istilahnya booking dulu. Kalo transaksinya biasanya disini kalo kena, kalo ga kenal di luar biasanya"

Statement translation:

"If you and Reno don't use persekot (DP), just call me, the chicken you like. I won't be able to sell it to anyone else. If others use persekot, the term is booking first buying and selling transactions are carried out at the chicken owner's house if they know each other, but if they don't know each other, then the transaction is carried out outside the owner's house..."

If the buyer is from a close friend, there is no booking system and down payment. If it's from ordinary people, they have to provide a down payment to book the chicken to be purchased. This sale can occur

inside the cage, it can also occur outside the cage. For purchases, Mr. Reno informs as follows:

“kalo belinya biasanya di Jawa Tengah. Murah-murah soalnya. Disana kan peternakan. jadi kalo ada ayam bagus, dia kirim video, kita transfer sana tinggal kirim. Percaya sudah, kawan lama soalnya mantan petarung juga. Sekarang ternak aja.”

Statement translation:

"If you buy it usually in Central Java. It's cheap. There's a farm. So, if there is a good chicken, he sends a video, we transfer it there, just send it. Believe it, old friend because the former fighter too. Now livestock.

From the information disclosed by Mr. Reno, if he wants to buy good quality chickens, the prices are relatively cheap. He always buys from his friends in Central Java. This is because they have a very long friendship relationship and also have good credibility. So that a system of trust is embedded on both sides.

Determination of the selling price of fighting cocks

In practice, the determination of the price of a fighting cock is determined by the buyer, the price determined often occurs because the buyer has seen the fighting cocks compete. After the match the buyer came to the owner to offer a price. However, an agreement does not necessarily occur, because to determine the price of fighting cocks sold. The owner of the fighting cock determines the price based on the match history. Chickens that have a good history of fighting, the price of chickens can be very expensive, as revealed by Mr. Reno.

“Ayam bagus jika sering menang dalam pertandingan, jadi harga ayamnya bisa mahal, dan tanda ayam punya pukulan yang sakti”

Statement translation:

"A good cock if you often win in matches, so the price of the chicken can be expensive, and a sign that the chicken has a powerful punch"

This condition is strengthened by Mr. Reno's own experience. He once had a spur cock. With persistence he trained and cared for the chicken, so that the chicken became a champion, the following is the explanation:

“saya pernah dulu beli ayam 220 ribu, kan ga masuk akal bakalan menang itu, saya ramut, menang 6 kali, pernah tarung Rp 4.000.000, pernah Rp 2.500.000 sekarang sudah pensiun saya jual ayamnya harga Rp 1.500.000”.

Statement translation:

"I once bought a chicken for 220 thousand, I took good care of it, it turned out that the chicken won up to 6 matches. the prize money is IDR 4,000,000 to IDR 2,500,000. because the chicken has retired, I sell the chicken for IDR 1,500,000”.

The next selling price determining factor is heredity, chickens that have derivatives of the well-known fighting cocks and hens are superior breeds, the price will definitely be higher than ordinary breed chickens. As stated by Mr. Reno.

“Ayam lahir yang dari bapaknya bagus menangan dengan ibunya juga bagus, kaya babon unggul atau babon cetak, pasti hasilnya gini (sembari mengacungkan jempol). Pasti mahal itu tinggal ngelatihnya aja kita gimana.”

Statement translation:

“A chicken born from a father who handles well with its mother is also good, like a superior baboon or a printed baboon, the result must be like this (while giving a thumb up). It must be expensive we just have to train it.”

The physical appearance of the chicken is also a consideration in determining the selling price of fighting cocks. For the appearance of chickens, there are many characteristics of chickens that are born with a winning mentality, only people who have been in the world of cockfighting understand this for a long time. The following is a brief explanation of the physical appearance of the chicken that was delivered by Mr. Reno:

“Saya ini punya ilmu ayam, saya tahu mana ayam bagus mana ayam gak bagus, pokoknya bulunya bagus masih utuh, dipegang lembut. Dilehernya gaada corak bintik putih pasti tahan pukul, kalo kakinya ada sisik pecah pasti sakit pukulannya. Pasti ayam bagus, ayam mahal itu.”

Statement translation:

“I have knowledge of chicken, I know which chicken is good and which chicken is not good, the point is that the feathers are good, still intact, and gently held. It has no white spots on its neck, it must withstand being hit, if it has broken scales on its leg, it will definitely hurt. Must be good chicken, expensive chicken.”

The last factor determining the selling price is the credibility of the cockfighting owner. This is because if the seller is well-known, has chickens that often win cockfighting matches, the buyer assumes the seller has quality chickens. Thus, the fighting cock will not be bargained for cheap by the buyer. This was expressed by Pak Reno as follows.

“Kalo itu sudah pasti, kadang kalo orang tau siapa yang punya ayamnya pasti gaberani nawar murah ayamnya mas. Soalnya orangnya pasti tahu ini bukan ayam murahan.”

Statement translation:

“If that's for sure, sometimes if people know who owns the chicken, they won't be willing to bargain for the chicken. Because people will know this isn't cheap chicken.”

After considering the four determining factors for the selling price, then the owner will determine the price by means of the purchase price plus the sentimental value of the chicken. he said that there was no

element of cost included in the selling price because the maintenance and training costs had been covered by the results of the bet. This was revealed by Mr. Reno.

“Untuk harga jual, biasanya saya patok dari hal-hal yang disebutkan Pak Reno, setelah itu tinggal menentukan harganya itu berapa, seperti kemarin saya belinya dua juta setengah. Ada orang nawar lima juta, ayam ini uda menang tiga kali tanding kelas bawah. Ya saya kasih harga delapan juta. Akhirnya ketemu harga tujuh juta setengah. Untung lima juta. Saya ga hitung biaya, sudah dapat dari hasil taruhan. Kan gede hasilnya”.

Statement translation:

“For the selling price, I usually use the things mentioned by Mr. Reno, after that, all I have to do is determine the price, like yesterday I bought two million and a half rupiah. There are people who bid five million rupiah, this chicken has won three lower class matches. Yes, I give the price of eight million rupiah. Finally found the price of seven million and a half rupiah. Five million profit rupiah. I didn't count the cost, I already got it from the bet. It's a big result.”

The price of the chickens cared for and trained by Mr. Reno can be said to be fantastic for a chicken. Table 1, displays a list of prices for fighting cocks by category.

Table 1. Cockfighting Prices

No	Information	Qty	Price/unit (IDR)	Total (IDR)
1	Grade 1 Chicken	1	IDR 20,000,000.00	IDR 20,000,000.00
2	Grade 2 Chicken	4	IDR 15,000,000.00	IDR 60,000,000.00
3	Grade 3 Chicken	2	IDR 10,000,000.00	IDR 20,000,000.00
4	Grade 4 Chicken	8	IDR 7,000,000.00	IDR 56,000,000.00
5	Grade 5 Chicken	6	IDR 5,000,000.00	IDR 30,000,000.00
6	Grade 6 Chicken	8	IDR 4,000,000.00	IDR 32,000,000.00
7	Grade 7 Chicken	10	IDR 3,000,000.00	IDR 30,000,000.00
8	Grade 8 Chicken	11	IDR 2,500,000.00	IDR 27,500,000.00
Chicken Total Assets				IDR 275,500,000.00

There are chicken classes from one to eight which are classified based on the price of the chicken. The price of the chicken is informed that it is the acquisition price of the chicken. For class 1 to 3 chickens, they will usually be competed in prestigious events. If in a match there is a betting agreement, the amount of money at stake ranges from tens to hundreds of millions of rupiah. Meanwhile, fighting cocks in grades four to eight compete under grades one to three. This match can bet from millions to tens of millions of rupiah. Every facility for the care and training of his chickens, Mr. Reno treats the same. Because if the game of chicken is increasing, the chicken will be priced expensively and go up in the category of chicken level tens of millions of rupiah.

Cockfighting Care and Training

The treatment carried out in Mr. Reno's cage is classified as very intensive so that the health of the chickens is maintained. The maintenance that must be carried out to maintain the value of the fighting cocks is as follows: 1) Bathing the chickens, is done every eight o'clock in the morning when the weather is sunny and not raining. Bathing chickens only uses clean water without using soap, and also does not clean using warm water because it will damage the growth of feathers in chickens. After drying with a towel, the chicken will be dried in the morning sun to get vitamin D; 2) Cleaning the cage, done twice a day, namely in the morning while bathing the chickens and in the afternoon after massaging the chickens; 3) Feeding and drinking, carried out every scheduled day after cleaning the cage. The chicken will be given a coconut shell of corn and given a coconut shell to drink as well; 4) Giving vaccines once a year to chickens to avoid viruses that cause death in these birds; 5) Providing herbal remedies. For the herbal medicines that will be given to the fighting cocks, they are made from free-range chicken eggs, honey, hemaviton, and turmeric. These herbs are given once a week; 5) Massaging the chicken. Massage the chicken while washing it and cleaning its body from dirt.

In order for the chickens to be in prime condition when fighting, in addition to intensive care, chicken training also needs to be carried out, here are some of the trainings conducted by Mr. Reno, namely; 1) Kilter training, carried out to train fighting cocks to breathe and physically. Kliter is where the rooster/female is placed in a cage, after which the rooster to be trained will be released to run around the cage. Giving a hen in a cage, to increase the confidence of a trained rooster. This training doesn't make the chickens tired, just 20 minutes so the chickens don't get stressed; 2) Jumping exercises are also needed so that the chicken's legs become strong and the jump in the air is faster and higher, one of which is by flying it for a few minutes. This exercise is also useful in getting the chickens used to the height; 3) Perching training is carried out so that the chicken has strong thigh muscles and has balance and does not fall when the chicken finishes hitting; 4) Sparring or Abar. In cockfighting there is a term called abar, abar can also be called sparring, which is where the chicken will try to be competed with other chickens to see if the chicken is ready to compete. This abar is usually done when it's young for 10 minutes, when it's an adult it's done for 15 minutes or 1 water (a round in terms of cockfighting fans).

Cockfighting Costs

Fighting cocks are no longer treated as ordinary farm animals. The intrinsic value attached to fighting cocks far exceeds the actual extrinsic value of cocks. Chicken has become an asset that has more value. Like fixed and valuable assets in general, maintenance of fighting cocks is mandatory. Costs for breeding, raising and caring for fighting cocks start with fixed costs such as land, cages and other equipment

costs. While the variable costs for the care of fighting cocks such as feed, labor costs and other operational costs.

For the care of fighting cocks, in addition to providing land as chicken coops, vehicles are also prepared to transport the needs of the fighting cock business. There are about 50 cages made of wood to contain the chickens so they don't mix with each other. Carpet mats are used to keep chicken feet clean and well cared for. In his daily activities, Mr. Reno and 4 coop administrators take care of and also train the chickens until they are ready to take part in agility contests in cockfighting competitions. Because the chickens owned are chickens with a very high purchase value, intense training and care every day. In carrying out the process of care and training, of course these siblings require the following costs:

“Untuk Pakan kita membutuhkan 2,5 kg- 3 kg biji jagung disetiap kandangnya, kadang juga lebih dari itu”

Statement translation:

“For feed we need 2.5 kg-3 kg of corn kernels in each cage, sometimes more than that”

From Mr. Reno's information, the feed for the chickens can consume up to 3 kg of corn kernels in a cage. For the needs of 2 cages, 6 kg of corn kernels are needed to fulfill the feed for the chickens belonging to the siblings. when calculated by the value of the price of corn kernels Rp. 7,000 Per/Kg then in one month the siblings have to spend Rp. 1,260,000 for feed needs only. And there are also nutrients in the form of herbs that are given to fighting cocks, namely:

“Ada obat-obat, seperti ada Hemavitonya, ada telurnya, ada madunya, ada kunirnya. Semua kita sepet satu minggu sekali, paling tidak seminggu itu butuh 10 butir telur paling harganya Rp. 3000 satu butir, hemaviton 4 biji itu satunya Rp. 1.500, 1 liter perasan air kunir itu kita meres sendiri itu harganya paling Rp 20.000 aja, madu kita beli satu botol bisa untuk 6 bulan paling Rp 120.000 perbotol”.

Statement translation:

“There are medicines, such as Hemaviton, eggs, honey, and turmeric. We all settle once a week, at least a week it takes 10 eggs at a minimum price of Rp3,000 for one item, 4 hemaviton seeds, the only Rp1,500, we buy one bottle of honey for 6 months for IDR 120,000 per bottle”.

Mr. Reno humbly revealed the composition of his herbal medicine, which is given once a week. For compounding his herbs. Because herbs can be trusted to increase the stamina of chickens when practicing and fighting. From this information, the need for herbal chicken per month is IDR468,000 for the herbal needs of all the chickens in the cage.

Apart from the need for the cage, the expenses that must be incurred are when the chickens they have compete in a place that has been determined by the fighting cock community, Mr. Reno and also several employees will bring the chickens to the destination where the

cockfighting is held. Each trip is given a fee for a trip of IDR 1,000,000 for gasoline and also for food costs for their employees and also Pak Reno and the employees are given a salary of IDR 500,000 per person. Not only the wages received by Mr. Reno and the management of the cage, each of their chickens managed to win, there will be a bonus given by the owner to his employees of 10% of the value of the bet won. The bigger the stake, the bigger the bonus. According to information from Mr. Reno, we can conclude that the expenses for the cage for one month are around IDR 13,800,000. If there is a shortage of feed, something unexpected, such as damage to the cage, damage to the carpet of the cage, or whatever, Mr. Reno usually provides the funds first and then only needs to contact the owner of the cage regarding these unexpected costs.

Specific costs for fighting cocks that are different from the maintenance and care of chickens in general are the cost of food and drink specifically for stamina and costs for preparation for fighting activities. The treatment given by employees to fighting cocks is also different from employees who take care of other types of chickens. The researcher received information from one of the employees who worked at the cockfighting facility about this, namely:

"Kami dari awal bekerja sudah benar-benar diingatkan tentang bagaimana merawat ayam-ayam ini, Mbak. Bapak sangat memperhatikan kondisi ayam, sampe hafal perkembangan setiap ayamnya.

Statement translation:

"From the start of our work, we were really reminded about how to care for these chickens. I am pay very close attention to the condition of the chickens, to the point that you memorize the development of each chicken

This grateful face shows this employee works with heart and soul. Holding one of his pet chickens, which had just won in the last competition He continued with another reason why he enjoyed working there so much:

"Tapi gak hanya materi, kepercayaan menjadi kunci utamanya sehingga kita benar-benar punya rasa tanggung jawab terhadap ayam."

Statement translation:

"But not only material, trust is the main key so that we really have a sense of responsibility towards chickens."

The explanation from the employee shows that closeness is also built between employees and their pets. A sense of responsibility in carrying out duties as an employee appears at the beginning of work, because continuous interaction creates a sense of affection and belonging. The awards given to these employees also motivate themselves to work more with not only material considerations. Proximity to the owner of the fighting cock is also a supporting factor that makes employees work with a happy heart and soul.

TRUST System in Determining the Selling Price of Cockfighting

Determination of the selling price of fighting cocks does not have a specific benchmark. One seller with another seller has a benchmark price of each. Mr. Reno, as one of the informants, said that chickens with a history of being champions would be rated higher, depending on which grade the chicken was in. So, the value of this fighting cock does not only depend on the costs incurred to obtain up to the entire cost of caring for the cock.

The cost of obtaining chickens, can vary. Informants stated that sometimes they also get chicken at a cheap price. However, the chickens are cared for properly and carefully so that the chickens can become champion chickens. The special care needed is still given even though it costs a lot of money. The selling price of fighting cocks is high, in determining the price, it does not start by calculating the costs incurred and profit margins, but by looking at the history of the cock's match, the offspring of the rooster, the cock's physicality, and the credibility of the cock's owner. There is no desire to reduce costs so that "profits" are high. However, consistency in caring for chickens and producing quality fighting cocks is an important point for the informants.

The important point of maintaining the quality of fighting cocks will give buyers confidence in the sellers of fighting cocks. For trusted cockfighting sellers, buyers are willing to buy fighting cocks with fantastic value. In addition to believing that the fighting cocks are of high quality, the buyers also believe that the fighting cocks sold have the ability to become champions. This trust cannot be made and forced, but is born from a long process.

Narayana and Darmawan (2021) found that the determination of the cost of selling buffalo in the Barapan Kebo traditional activity was determined by several criteria believed by the people of Sumbawa Besar Regency. This criterion is interesting because it includes (1) the speed of the buffalo in running and how often the buffalo wins the race, (2) taking in to account the number and location of the *hoovesunyang* (fur vortex) on the buffalo as a marker of the buffalo's strength in running (3) By paying attention to the color of the tip of the buffalo's tail as a marker of the stability of the buffalo, (4) and trusting the buffalo with a high price will provide good tillers to participate in the traditional activities of *Barapan Kebo*. This value indicates that the non-material value in determining the selling price occurs especially in the determination of the selling price of unusual goods.

The selling price of fighting cocks can also achieve fantastic value. The physical appearance of the cock is a consideration in determining the selling price of fighting cocks. As for the chicken's appearance, the feathers are good, still intact and gently held. There are no white spots on the chicken's neck and if the legs have broken scales, the blow will hurt. Chickens that are born with a winning mentality also get more attention from buyers. Chickens, are judged on the victories achieved and trust in sellers who are experts in treating chickens to become

fighting cocks. Mr. Reno also has faith in other fighting cock "breeders". Mr. Reno believes that many of the chickens that are sold must be of high quality, so that they can become champion candidates.

Family management is also seen in determining the selling price of fighting cocks. Between the owner and the employees are like a family who trust each other. Kiggundu (2018) compares family business in Africa to the octopus business model which shows strategic peaks, tentacles, and locations of formal and informal business activities along business activities. Value chains are created not only formally but also from informal activities. Informal businesses that are often run by families have different patterns and approaches. Kiggundu (2018) finds that the informal economy is complex and dynamic. Many factors make each of these businesses unique, due to the nature of informality (e.g. location along the value chain), firm characteristics (size, with or without an Octopus structure), types of actors in the informal economy (e.g. owner-manager entrepreneurs, self-employed, youth, women, etc.), processes and stages of corporate development and strategic peaks (ie, structure and function), formal-informal transitions and there are other potential factors. Family management is like the organization of information described by Godfrey (2015) as closeness that arises from interactions and personal relationships and linkages in certain groups. The nature of informal organizations is limitless and somewhat unstructured.

CONCLUSION

Have you read phenomenon of unreasonable selling prices? Fighting cocks are one of the interesting phenomena to be studied. The results of this study indicate that fighting cocks are not only sold based on the benchmark selling price. However, the non-material values behind the determination of the selling price of fighting cocks are the key reasons why the selling price of fighting cocks can reach fantastic prices. Trust is a key point in determining the selling price of fighting cocks. Buyer trust in the seller does not happen immediately. A trusted fighting cock seller in caring for and producing winning fighting cocks will be the target of potential buyers, even though with a fantastic value. The seller's trust in the early breeders of fighting cocks was also seen in this study. The latter, owner's trust in employees assigned to take care of fighting cocks. This trust becomes a pride for employees so that he tries his best to maintain this trust by carrying out the task of caring for chickens as well as possible.

This research is inseparable from limitations. This research only focuses on determining the selling price of fighting cocks that occurs in certain areas and cannot be generalized in other areas. Actions outside of setting the selling price of fighting cocks are also not the focus of this study. Determining the selling price is also more attractive because different cultures can produce different values. Further research can develop in terms of culture and customs in other areas.

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