

## *Analysis of Marketing Margins of Broiler Carcass in Jember Regency*

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### **ABSTRACT**

*This study aims to examine the value of margins, profits, efficiency levels, and factors that influence the marketing margin of broiler carcasses in Jember Regency including Puger Sub-Sub-district, Balung Sub-district, Tanggul Sub-district, Mayang Sub-district, Silo Sub-district, Sukowono Sub-district, and Kaliwates Sub-district. Sampling uses a purposive sampling method with a total sample of respondents used, as many as 62 respondents consisting of whole salers, retailers and consumers. Data collection was carried out directly through direct interviews and observations to the research area. The method used is descriptive and mathematical analysis. The results showed that the highest marketing margin value is wholesalers in channel I, which is IDR 10,934 per kg and the lowest margin is retailers for channel II, which is IDR 3,867 per kg. The biggest marketing profit in broiler carcass marketing in Jember Regency is the wholesalers in channel I, which is IDR 10,471 per kg and the smallest marketing profit found in retailers in channel II, which is IDR 3,867 per kg. Total marketing efficiency of broiler carcasses in Jember Regency on channel I was 0.42%, on channel II it was 3.05%. So the level of efficiency in all marketing channels is declared efficient because the level of efficiency doesn't exceed 33%. All independent variables tested together affect the marketing margins of broiler carcasses in Jember Regency at a 95% confidence level. And in the individual test all independent variables affect the marketing margins of broiler carcasses.*

*Keywords: Marketing Margin, Profit and Marketing Efficiency.*