

Margin Analysis and Marketing Channels of Layer's Eggs in Bondowoso Regency

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ABSTRACT

The research was conducted in Bondowoso Regency, the purpose of the study was to determine differences in marketing margins, efficiency levels, form of marketing channels for broiler eggs in Bondowoso Regency. The number of respondents used was as many as 67 respondents. The method used is descriptive analysis method. The results showed that there were 4 pattern of layer's egg marketing channels in Bondowoso Regency. There were channel 1 (farmers to consumers), channel 2 (farmers to retailers and consumers), channel 3 (farmers to traders and consumers), channel 4 (farmers to traders to retailers and consumers). The largest total marketing margin is in channel 4, which is Rp 2.800 and the smallest total margin is in channel 1 Rp 0. The biggest profit in marketing layer's eggs in Bondowoso Regency is in channel 1 farmers at Rp 5.590/Kg and the smallest profit on channel 4 retailers at Rp 500/Kg, for the largest percentage of farmer's share on marketing channel 1 by 100% and the lowest marketing on marketing channel 4 by 87% and the efficiency levels in each marketing channel less than 33%. The marketing of layer's eggs in Bondowoso Regency based on farmer's share and marketing efficiency were good and efficient.

Keywords: Marketing Channels, Margins, Profits and Marketing Efficiency.