

Channel Analysis, Margin And Marketing Efficiency Of Hybrid Ducks In Banyuwangi Regency

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ABSTRACT

This study aims to determine the forms of marketing channels hybrid Ducks, know the margins, profits, efficiency and farmers share in each channel marketing hybrid ducks in Banyuwangi. The number of respondents used is 107 respondents consisting of farmers, collectors, poultry slaughterhouses, retailers, industrial consumers and household consumers. The method used is descriptive analysis method and mathematical analysis. The method of data collection using primary data through interviews using questionnaires and secondary data obtained from references and relevant literature. The results showed that there are 3 forms of hybrid duck marketing channels in Banyuwangi namely Channel 1 (farmers to poultry slaughterhouses and household consumers), Channel 2 (farmers to retailers and household consumers) and Channel 3 (farmers to collectors to retailers and industrial consumers). The largest Total marketing margin on Channel 3 is Rp8, 934 per kg and the smallest total margin on Channel 2 is Rp6, 941 per kg. the largest amount of profit is on Channel 3 farmers amounting to Rp13, 859 per kg and the smallest profit on Channel 3 collectors amounting to Rp3, 233 per kg, for the largest percentage of profit from marketing hybrid Ducks is on Channel 2 farmers amounting to 98% and for the smallest percentage of profit is on Channel 3 retailers amounting to 10%. The largest value of farmer's share is in Channel 2 farmers which is 80% and for the smallest farmer's share is in Channel 1 farmers which is 76%. The level of marketing efficiency of hybrid ducks in Banyuwangi based on marketing costs and marketing margins declared efficient.

Keywords: *Marketing Channel, Margin, Profit, Marketing Efficiency and Farmer's Share*