

***Distribution And Margin Analysis Of Marketing Chicken Eggs in
Cv. Wijoyo Farm And Ud. Waybe Farm Banyuwangi Regency***

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ABSTRACT

Laying chicken farm CV. Wijoyo Farm and UD. Waybe Farm is an egg producer located in Banyuwangi Regency. As producers of eggs, both farms have efficient marketing channels to generate the expected profit. The marketing process requires higher marketing costs in line with the length of the marketing channel so that it affects the amount of profit from each marketing agency. The purpose of this study was to determine the distribution channel model, marketing margins, and marketing efficiency of broiler eggs in CV. Wijoyo Farm and UD. Waybe Farm. The method used is a survey research method with a total of 40 respondents. Data collection techniques using questionnaires and analysis techniques used are descriptive analysis and mathematical analysis. The results showed that there were 5 marketing patterns in CV. Wojoyo Farm, 3 Marketing patterns in UD. Waybe Farm, and 3 marketing institutions for eggs in the two producers, including big traders, small traders, and retailers. The largest amount of margin is on the CV. Wijoyo Farm on channel IV and the smallest on channel I, on UD. Waybe Farm is the largest channel III and the smallest channel I. The most efficient marketing pattern in both producers is channel I.

Keywords: Marketing Channels, Chicken Eggs, Margin, Banyuwangi Regency