

**Analysis of Channels, Margins and Marketing Efficiency of Robusta Coffee  
at Gapoktan Suka Maju, Pace Village, Silo District, Jember Regency.**

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**ABSTRACT**

*The coffee industry provides significant employment opportunities through processing, marketing, and export-import trade activities. Most farmers in Pace Village are part of farmer groups within the Gapoktan Suka Maju. Marketing is one of the challenges due to the lack of information exchange about how to achieve optimal coffee selling prices. Considering the importance of coffee for farmers and the need for market certainty, there must be a clear picture of the coffee marketing channels from producers to final consumers. The research aims to determine the distribution channels, distribution margins, and marketing efficiency of coffee at Gapoktan Suka Maju in Pace Village, Jember Regency. This research adopts a descriptive qualitative method to analyze marketing channels and a quantitative approach to calculate marketing margins and efficiency. There are 74 respondents who are farmers within Gapoktan Suka Maju. The results show three marketing channels at the research location, namely ground coffee and green bean coffee. The marketing margin is IDR 1,000. The marketing channels are efficient with an efficiency rate of 8.84% for ground coffee, 7.10%, and 7.62% for green bean coffee.*

**Key Words:** *Marketing Channels, Marketing Margin, Marketing Efficiency, Robusta Coffee.*