

***Efficiency of Marketing Channels for Rejected Laying Chickens  
in Jember Regency***

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***ABSTRACT***

*This research aims to determine the marketing channels for rejected laying hens, the marketing institutions involved in them as well as the marketing margin and farmer share from each marketing institution. The research was conducted in February 2024 by conducting observations and interviews accompanied by questionnaires with three laying hen breeders in Balung District, Jember Regency. The sample of breeders taken in this research was purposive sampling. The research results show that the three breeders surveyed have one level marketing channel. Marketing channel I is breeders – wholesalers – consumers. Marketing channel II is breeders – retail traders – consumers, while marketing channel III is breeders – traders outside the region – consumers. From the research results it can be concluded that marketing channels I and III can be said to be efficient because the marketing margin value is the lowest, namely 30,000 and marketing channel I has the highest farmer share value, namely 93%.*

***Keywords:*** *laying hens, marketing margin, marketing channels*