

*Analysis of Margin Distribution of Chicken Egg Marketing at PT. Sumber Urip  
Agrisatwa, Jember Regency*

Dr.Ir. Rr.Merry Muspita Dyah Utami MP., IPM. as chief counselor

**Wahyu Arif Purnomo**  
Poultry Business Management Study Program  
Department of Animal Husbandry

**ABSTRACT**

This study aims to examine the distribution channel, margin, profit, efficiency, and factors that influence the marketing margin of purebred eggs at PT. Sumber Urip Agrisatwa sources in Jember Regency include Ajung Subdistrict, Pakusari Subdistrict, Mumbulsari Subdistrict, Patrang Subdistrict, Jengawah Subdistrict, Sukorambi Subdistrict, and Kaliwates Subdistrict. Sampling uses a purposive sampling method with a total sample of respondents used as many as 57 respondents consisting of large traders, small traders retailers and consumers. Data collection was carried out directly through direct interviews and observations to the research area. The method used is descriptive and mathematical analysis. In this study, there are five marketing channels consisting of channel I (producers to consumers), channel II (producers to small traders to consumers), channel III (producers to small traders to retailers to consumers), channel IV (producers to traders large to small traders to consumers) and channel V (producers to wholesalers to small traders to retailers to consumers). The results showed that the highest marketing margin value was found in channel III, which was Rp 7,500/kg and the lowest margin was in channel II, which was Rp 5,000/kg. The biggest marketing advantage in marketing chicken eggs at PT. Sumber Urip Agrisatwa of Jember agrisatwa, namely the producers in channel I amounted to Rp. 5,000/kg and the smallest marketing profit was found in channel II amounted to Rp. 3,500/kg. The total marketing efficiency of purebred eggs at PT.Sumber Urip Agrisatwa in Jember Regency in channel I was 3,03%, in channel V it was 20.38%. So the level of efficiency in all marketing channels is declared efficient because the level of efficiency does not exceed 33%.

Keywords: Distribution, Marketing Margin, Profit and Marketing Efficiency.