

***Sales Value Chain Of Live Broiler Up To Carcass In Traditional Market District Of Kaliwates Jember.*** Dr. Ir. Ujang Suryadi, MP as chief counselor and Dr. Hariadi Subagja, S.Pt, MP as a member counselor.

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### **ABSTRACT**

*This research was aimed to investigate selling value chain, rate of cost, profit and margin. It used quantity descriptive method that aimed to describe the research variables systematically, factually and accurately due to rate of cost, profit and margin in each chain. The location determination was determined at the 3 of traditional markets that located at Kaliwates and Jember district by considering that those markets are represented for the research. The number of samples that were used were 32 responses that divided into 21 market resellers, 9 sellers and 3 poultrymen. The method that was used to recording the samples was snowball method. the data of the research was analyzed by margin, cost and profit analysis. It showed that selling chain of broiler carcass in the three of traditional markets (Tanjung, Gebang and Kepatihan) was started at the poultrymen to the seller to the reseller at the markets. The average of the margin values from the reseller to the seller at Tanjung market, Gebang market and Kepatihan market were Rp. 7.691, Rp. 6.228, Rp. 6.429 respectively. While, from the seller to the poultrymen were Rp. 2.666, Rp. 1.414, Rp. 1.071. The profit average of the poultrymen was Rp.5.250, the seller was Rp.2366 Rp.1112, Rp.919. while the reseller got Rp.7291, Rp. 5678, Rp. 5929. The average cost of poultrymen was Rp. 13.000. while the seller got Rp. 300, Rp. 302, Rp. 152 and the reseller got Rp. 400, Rp. 550, Rp. 500.*

*Key words : Carcass, Cost, Margin, Profit and Value chain.*