

***Analysis Marketing Channels and Marketing Margin Egg Layer of
District Jember***

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ABSTRACT

Research analysis channels and marketing margins of eggs in Jember to determine the shape of marketing channels, the amount of margin, distribution marketing costs, distribution marketing and marketing efficiency gains obtained each marketing agencies. Implementation carried out on September 19, 2016 to October 8, 2016. Data by observation and interviews with questionnaires and documentation laying chicken breeders and related marketing agencies. The sample selection laying chicken breeders with purposive sampling, sample marketing agencies with a snow ball. The results showed, the channel pattern is twofold: First, from farmers to traders and collectors to retailers to consumers. Second, from farmers to retailers to consumers. Margin received marketing channel length is Rp 2,600, - and short marketing channel marketing is Rp 2.150, -. Distribution Marketing Cost (%) Long marketing channels was 38.9% and the short marketing channels was 13.9%. Distribution Cost Profit (%) marketing channel length was 161% and short marketing channels was 85.9%. Short marketing channels more efficiently than long marketing channels.

Keywords: *Marketing Channel, Marketing Margin, Marketing Cost, Advantage Marketing, Layer.*