

***Channel Analysis and Marketing Margin for Quail Eggs in Banyuwangi  
Regency***

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**ABSTRACT**

*This study aims to determine the forms of quail egg marketing channels, to determine the margin, profit, and efficiency level of each quail egg marketing channel in Banyuwangi Regency. The number of respondents used were 106 respondents consisting of breeders, collectors, wholesalers, retailers, consumers. The method used is descriptive analysis method and mathematical analysis. The results showed that there were 6 forms of marketing channels for quail eggs in Banyuwangi Regency, namely channel 1 (breeders to consumers), channel 2 (breeders to retailers), channel 3 (breeders to collectors), channel 4 (farmers to collectors, and retailers), channel 5 (breeders to collectors to wholesalers, and retailers), channel 6 (breeders to collectors). The largest total marketing margin is in channel 5, which is Rp. 5,333 per kg and the smallest total margin is in channel 1, which is Rp. 0 per kg. The highest profit is for channel 1 breeders, which is Rp. 9,373 per kg and the smallest profit is for collector traders in channel 5, which is Rp. 875 per kg. namely the channel 5 collector traders by 4%. The level of efficiency in marketing quail eggs in Banyuwangi Regency based on marketing costs and marketing margins is stated to be efficient.*

**Keywords:** *Marketing Channels, Margin, Profit, Marketing Efficiency*